[Canada]

Canadian Broadcasting Corporation

(CBC) RESEARCH report

No. [30]

AUDIENCE ATTITUDES AND REACTIONS TO
THE LATE NIGHT NATIONAL NEWSCASTS

on the

CBC ENGLISH TV NETWORK
AND CTV NETWORK

No. [30]

AUDIENCE ATTITUDES AND REACTIONS TO
THE LATE NIGHT NATIONAL NEWSCASTS

on the

CBC ENGLISH TV NETWORK
AND CTV NETWORK

A Report to the Chief News Editor,
CBC TV News,
English Services Division

C O N T E N T S

INTRODUCTION

This is a report on a survey of audience attitudes and reactions to the 11 pm late-night television newscasts of the CBC English and CTV networks. The purpose of the survey was to add to existing information on the size and composition of the audiences to these newscasts, thereby providing the Chief News Editor with a more substantial basis for any changes felt to be necessary or advisable in 'The National'. The survey was planned in close collaboration with the Chief News Editor and his staff.

METHOD

Information was obtained by means of a special survey conducted among ex-members of the CBC English TV network audience panel. This is a weekly reporting panel, selected on a probability sample base, of all persons in Canada with television, aged 12 and over, whose main language of communication within the home is English, excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal.

The sample is selected, from telephone directories, in proportion to the known distribution of the English-speaking population throughout the country. Sample members are first contacted by telephone and, in each selected household, one member is chosen at random and invited to join the panel. Those who do so are mailed, each week, a form of diary-questionnaire in which they record their day-by-day viewing of network programs indicating the extent to which they enjoyed the programs they watched and providing other information as required. The survey is conducted anonymously through an independent field company. The panel is continuously 'rotated' to avoid conditioning of panel members: one twelfth of the panel is retired each week and replaced by a fresh sub-sample. An average 2,500 respondents report each week with about 14,000 taking part in the panel operation for some period during a 40-week fall-winter TV season.

Ex-members of this panel constituted the base for this special survey, all of them having been retired from active panel membership for several weeks by the time the survey was conducted, in March 1972. A sample of adults (aged 18 plus) was selected at random from two pools of these ex-panelists. 1,000 of these were known viewers of late-night newscasts, as indicated by their diary records while they were active on the panel. Another 400 represented non-viewers of TV news whose opinions, nonetheless, were required on several aspects of these newscasts. (This ratio of 10 news viewers to 4 non-viewers does not correspond to the actual known ratio of news viewers to non-viewers. However, where results are required from the survey on a total basis - i.e. covering both viewers and non-viewers - the known differential sampling rates have been used to provide properly weighted totals).

The questionnaire (attached) was mailed to these 1,400 people, together with a 50¢ premium. Reminder cards were sent a week later. A response of 67 per cent was achieved from mail-out, representing a total reporting sample of 941.

A SUMMARY OF AVAILABLE INFORMATION ON THE SIZE AND COMPOSITION OF
THE AUDIENCES TO THE CBC AND CTV LATE-NIGHT NEWSCASTS

Before reporting the results of the special survey, here is a
summary of what is presently known about the size and characteristics
of the audiences for these late-night newscasts and about trends in
these audiences over time:

(a) The Current Situation

The CBC 11:00 p.m. national newscast is carried on the full
English network of 43 stations. It attracts an average daily
audience of around 1.6 to 1.7 million viewers, most of whom are adult.
This ranks the program about 16th of all CBC full network programs
in terms of audience size.

The CTV national newscast is carried at varying times by
13 CTV stations (i.e. all CTV stations except CJON-TV, St. Johns).
It attracts an audience of around 900,000 to one million viewers,
mostly adult.

In those areas of the country where both newscasts are available
(although not necessarily at the same time), the CBC newscast has the
larger average daily audience. The CBC lead is between 100,000 and
150,000 viewers.

In areas where the two newscasts are available at the same time
(11:00 p.m.) the CBC has the larger audience in Ottawa, Toronto,
Winnipeg and Vancouver. The CTV newscast has the larger audience in
Montreal, Regina, Calgary and Edmonton.

TABLE 1

AVERAGE DAILY AUDIENCE TO CBC AND CTV NATIONAL NEWSCASTS, 1968-1972

	"PER CENT VIEWING"	
	CBC News	CTV News
1968-69 season	16%	6%
1969-70 season	13%	6%
1970-71 season	17%	8%
1971-72 season	14%	8%

Source: CBC Panel

	AVERAGE ADULT AUDIENCE	
	CBC News	CTV News
Average of November and January surveys	(000)	(000)
1968-69 season	1,791	696
1969-70 season	1,587	759
1970-71 season	1,716	827
1971-72 season	1,625	918

Source: BBM

(b)   Trends in Audience Size

Table 1 (opposite) gives audience-size information for the CBC and CTV national newscasts for the past four fall-winter seasons.

Information in the upper table is from the CBC audience panel. It shows the average percentage of all panel members viewing at least some part of a newscast. The data is averaged over the period September through April for each year.

The lower table averages the November and January BBM survey results for each season. The figures are in thousands.

The two sources of information show a similar pattern. The audience to the CBC national newscast declined from 1968-69 to 1969-70 coincident with the introduction of the 10:00-11:00 p.m. "Weekend" series on Saturday and Sunday. Audiences increased in 1970-71, with the October crisis in Quebec, and in the past season have declined again to levels lower than in 1968-69.

During the same period the adult population increased by about eight per cent and there was no appreciable drop in television tuning, either in general, or at 11:00 p.m.

CTV news audiences increased over the whole period, reflecting extended network coverage in Southern Alberta, the interior of British Columbia, Northern Ontario, Saskatoon, the Saint John-Moncton Area and the Bruce peninsula of Ontario.

It is clear that some of the long-term decline in audience for the CBC national news is simply a reflection of more and more of the country

TABLE 2

AVERAGE ADULT RATING FOR CBC/CTV NEWSCAST (S-S, 11:00-11:15)
AVERAGED OVER NOVEMBER/JANUARY

	CBC NEWSCAST		CTV NEWSCAST	
	NOV/JAN 1969-70	NOV/JAN 1971-72	NOV/JAN 1969-70	NOV/JAN 1971-72
MONTREAL	6	5	6	6
OTTAWA	18	16	10	10
TORONTO	16	13	8	9
WINNIPEG	23	18	8	8
REGINA	26	10*	10	28*
CALGARY	10	10	18	17
EDMONTON	12	12	16	18
VANCOUVER	11	10	7	6

* Affiliate change

Source: BBM

having an alternative late-night newscast available. However, even
in areas where both CBC and CTV newscasts were available throughout
the whole period, there has been a decline in the audience for CBC News.

Table 2 (opposite) shows the average daily adult ratings for
CBC and CTV newscasts in those areas where both have been available for
some time, and where both are broadcast at 11:00 p.m. Over the two
years, from the fall-winter of 1969-70 to the fall-winter of 1971-72,
audiences to the CBC newscast have declined in Ottawa, Toronto and
Winnipeg, while audiences to the CTV newscast have remained about
the same.

(c) Audience Characteristics

Both the CBC panel and BBM surveys show that the CBC newscast
audience is older than that of the CTV newscast. For example, the
November 1971 BBM survey shows the following age distributions for
newscast audiences in the competitive areas:

	CBC News	CTV News	Adult Population
Adult viewers (000)	1,033	877	—
Per cent who are:			
18-34	22%	30%	40%
35-49	29%	30%	28%
50+	49%	40%	32%

Source   BBM November 1971

TABLE 3

DISTRIBUTION OF VIEWING BETWEEN CBC AND CTV NEWSCASTS

BY THOSE WHO CAN GET BOTH

(by Age and Education)

	AGE			EDUCATION				TOTAL
	18-34	35-49	50+	Public	Some High	Compl. High	University	
	%	%	%	%	%	%	%	%
Watch CBC only	22 ⎤ 39	27 ⎤ 48	29 ⎤ 51	26 ⎤ 44	22 ⎤ 40	28 ⎤ 48	28 ⎤ 52	26 ⎤ 46
Watch both but CBC more often	17 ⎦	21 ⎦	22 ⎦	18 ⎦	18 ⎦	20 ⎦	24 ⎦	20 ⎦
Watch both equally	20	15	18	18	16	20	15	18.
Watch both, but CTV more often	17 ⎤ 41	16 ⎤ 37	17 ⎤ 31	17 ⎤ 38	20 ⎤ 44	14 ⎤ 32	15 ⎤ 32	17 ⎤ 37
Watch CTV only	24 ⎦	21 ⎦	14 ⎦	21 ⎦	24 ⎦	18 ⎦	17 ⎦	20 ⎦
	100	100	100	100	100	100	100	100

Both newscasts clearly have audiences which are, on average, older than the adult population as a whole; the CBC newscast audience is older than that of CTV.

The special news survey produced additional information on audience characteristics which is detailed in Table 3 (opposite). This table takes all late-night newscast viewers in the competitive areas and classifies them initially into three groups: those who watch the CBC newscast only, those who watch both CBC and CTV newscasts from time to time, and those who watch the CTV newscast only. The middle group is further divided into those who watch CBC news more frequently than CTV news, those who watch CTV news more frequently than CBC news, and those who watch the two newscasts equally often.

Table 3 shows how news viewers of different age and educational backgrounds fit into these five news-viewing groups. The CBC news-cast has the larger share of the older age groups (especially 50+) and of the higher education groups. The two newscasts have about equal shares of the youngest age group and the lower educational groups.

This survey also revealed one other difference in the viewing habits of CBC and CTV news viewers. Question 1 asked: "About how often do you watch some part of a late-night newscast?", with the possible answers "Never", "Less than once a week", "One or two nights a week", "Three to five nights a week" and 'Six or seven nights a week". Similar questions (4 and 14) were asked specifically for CBC news and CTV news. This makes it possible to cross-classify the

TABLE 4

FREQUENCY OF VIEWING ANY LATE-NIGHT NEWSCAST AND FREQUENCY OF VIEWING
THE CBC OR CTV NATIONAL NEWS*

| | FREQUENCY OF VIEWING ANY LATE-NIGHT NEWSCAST | | | | |
	Less than once a week	1 - 2 nights a week	3 - 5 nights a week	6 - 7 nights a week	Total
Frequency of Viewing CBC National News					
Less than once a week	68	18	9	7	16
1 - 2 nights a week	-	58	23	9	22
3 - 5 nights a week	-	-	53	15	22
6 - 7 nights a week	-	-	-	50	16
(Never)	32	24	15	19	23
Frequency of viewing CTV National News					
Less than once a week	66	20	9	10	16
1 - 2 nights a week	-	52	25	12	24
3 - 5 nights a week	-	-	38	15	19
6 - 7 nights a week	-	-	-	31	10
(Never)	34	28	28	32	30

*   Among those with access to both newscast.

answers of news viewers to question 1 and questions 4 and 14. This is done in Table 4, as shown opposite.

The four main columns represent those who view _any_ newscast less than once a week, one or two nights a week, three to five nights a week or six or seven nights a week. For each of these four groups of news viewers the frequency of viewing CBC and CTV National news is shown. For example, of those who view _any_ newscast less than once a week 32 per cent never watch CBC news and 68 per cent watch CBC news less than once a week. Of this same group of people, 34 per cent never watch the CTV National news and 66 per cent watch the CTV National news less than once a week.

This table can be summarized in the following manner. We may give the response "less than once a week" a weight of 0.5, the response "one or two nights a week" a weight of 1.5, the response "three to five nights a week" a weight of 4.0 and the response "six or seven nights a week" a weight of 6.5. Using these weights it is now possible to determine "viewing occasions" for the CBC and CTV newscasts. For example, in the total sample, the "viewing occasions" for the CBC newscast and the CTV newscast are calculated as follows:

CBC	CTV
16 x .5 = 8	16 x .5 - 8
22 x 1.5 = 33	24 x 1.5 = 36
2? x 4.0 = 8?	19 x 4.0 = 76
16 x 6.5 = 104	10 x 6.5 = 65
233	185

Hence, the CBC newscast's share of the combined CBC and CTV viewing occasions is 233 ÷ 418, which is 56 per cent.

TABLE

CBC NATIONAL NEWS SHARE OF TOTAL VIEWING OCCASIONS AMONG
DIFFERENT GROUPS OF NEWS VIEWERS IN THE COMPETITIVE AREAS
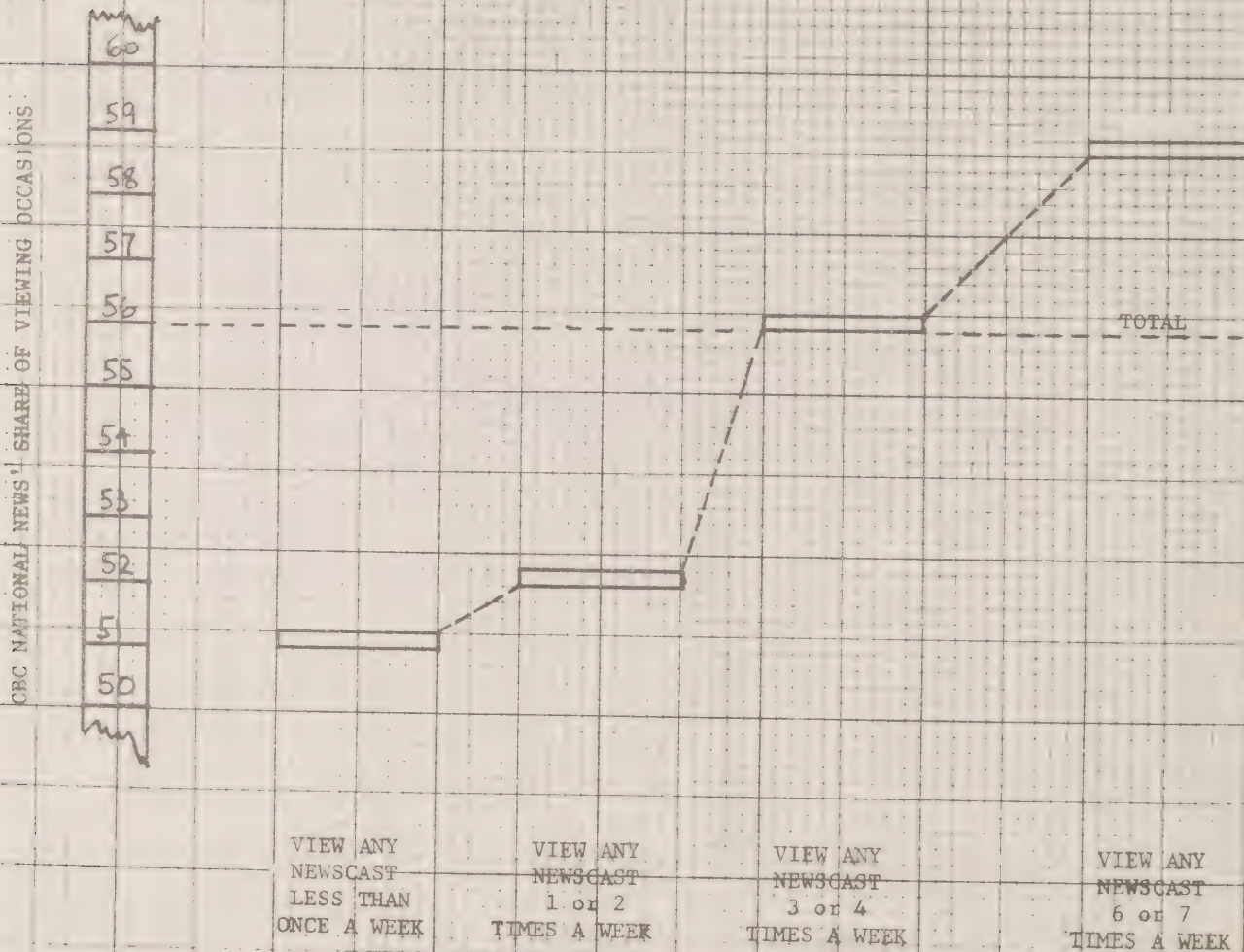
A similar calculation may be performed for each of the four groups of news viewers in Table 4 (i.e. those who view any newscast less than once a week, one or two nights a week, three to five nights a week and six or seven nights a week). The CBC share of the combined viewing occasions for CBC and CTV newscasts is shown graphically in Table 5 on the opposite page.

Quite clearly, the more frequently a viewer watches any newscast, the more likely he is to watch the CBC national news; the more of a habitual news viewer he is, the more likely he is to watch the CBC newscast rather than the CTV newscast. The more of an occasional news viewer he is, the less likely he is to watch the CBC newscast than the CTV newscast. The implication here is that we are not providing a national newscast service that is sufficiently attractive to the light as distinct from the heavy news viewer.

TABLE 6

CHARACTERISTICS OF OCCASIONAL AND HABITUAL NEWS VIEWERS*

	FREQUENCY OF VIEWING ANY LATE NIGHT NEWSCAST			
	Less than once a week	1 - 2 nights a week	3 - 5 nights a week	6 - 7 nights a week
	%	%	%	%
AGE:				
18-34	49	49	41	24
35-49	31	28	31	36
50 +	20	23	29	40
EDUCATION				
Public School	12	21	14	15
Some High School	33	31	32	31
Completed High	27	25	28	32
University	28	22	26	22

* Those viewers with access to both CBC and CTV newscasts.

It is also evident that, the older a person is, the more fre-
quently does he tend to watch late night newscasts. Table 6, op-
posite, shows the distribution by age and education of different
groups of news viewers according to their frequency of viewing any
newscast. Of those who view a late night newscast six or seven
nights a week, 40 per cent are aged 50 and over. Those who view
late night newscasts less frequently are concentrated in the
youngest age group.

hence, part at least of the CBC newscast's special audience
appeal would appear to be related to the concentration in its
audience of older people who tend to be habitual news viewers.

There is, however, no noticeable tendency among news viewers
for level of formal education to be associated with frequency of
newscast viewing. This is indicated in the lower half of Table 6.

(d) Summary

The CBC National News has an average day audience of about
1.6 to 1.7 million viewers, the CTV National News about .9 to 1.0
million viewers. In those areas where both newscasts are available
the CBC newscast has about 100,000 to 150,000 more viewers.

The audience to the CBC National News has been declining over
the past few years. To some extent this has been due to increased
coverage by the CTV network. however, even in areas where both
newscasts have been available for some years, the CBC newscast has
been losing ground - as for example, in Ottawa, Toronto and Winnipeg.

The older a news viewer is, the more likely he is to watch

late night newscasts frequently than just occasionally; also the more likely is he to watch the CBC than the CTV newscast. Hence the CBC newscast tends to have a disproportionate number of older viewers in its audience whereas the CTV newscast, in its audience, tends to have a disproportionate number of younger viewers and of those who watch news occasionally rather than regularly.

TABLE 7

CALCULATION OF SUMMARY SCORES

I

CBC NATIONAL NEWS

Predictable /_/ /_/ /_/ /_/ /_/ Unpredictable

33%   29%   28%   5%   5%

II

33% x 1.00 = 33.0

29% x 0.75 = 21.8

28% x 0.50 = 14.0

.05% x 0.25 =   1.2

.05% x   0 =   0

70.0

III Predictable /_/ /_/ /_/ /_/ /_/ Unpredictable

100   75   50   25   0

VIEWERS' IMAGE OF THE CBC AND CTV NATIONAL NEWSCASTS

Question 7 of the special news questionnaire presented the
respondent with a set of sixteen bi-polar adjectives, as (for example):

Predictable $\boxed{/}$ $\boxed{/}$ $\boxed{/}$ $\boxed{/}$ $\boxed{/}$ Unpredictable

Respondents were asked in each case to "put a check mark between each
pair of words, wherever you think it belongs, to describe the CBC
National News." Question 17 repeated the set of bi-polar adjectives
for the CTV National News.

Part I of Table 7 (opposite) shows the distribution of response
for this word pair, predictable-unpredictable. 33 per cent checked
the box closest to the word "predictable", 29 per cent checked the
next box to the right, 28 per cent checked the middle box, and so on.

We can determine the score of the "average respondent" in the
following manner. The box to the extreme left is given a value of
1.0, the next a value of 0.75, the next a value of .5, the next a value
of .25 and the box on the extreme right a value of 0.

The percentages responding in each position are then multiplied
by the value assigned to the box as indicated in part II of Table 7.
The sum of these products is then obtained as a 'summary score' of
the average respondent - in the example, 70. We may interpret this as
follows: "If predictable is 100 and unpredictable is 0, the average
respondent gives CBC news a score of 70". This lies just to the right
of the second box, as indicated in part III of Table 7.

TABLE 8

AVERAGE SCORE ON "BELIEVABILITY" ITEMS FOR CBC AND CTV NEWSCASTS*

| CBC NEWS * | | CTV NEWS |

"SCORE" (OUT OF 100)

84 — UP-TO-DATE

83 — BELIEVABLE ..... UP-TO-DATE

82

81 — PROFESSIONAL
CAREFUL

80 — RELIABLE ..... BELIEVABLE
PROFESSIONAL
RELIABLE

79

78 — FAIR ..... FAIR

77 — CAREFUL

76

75
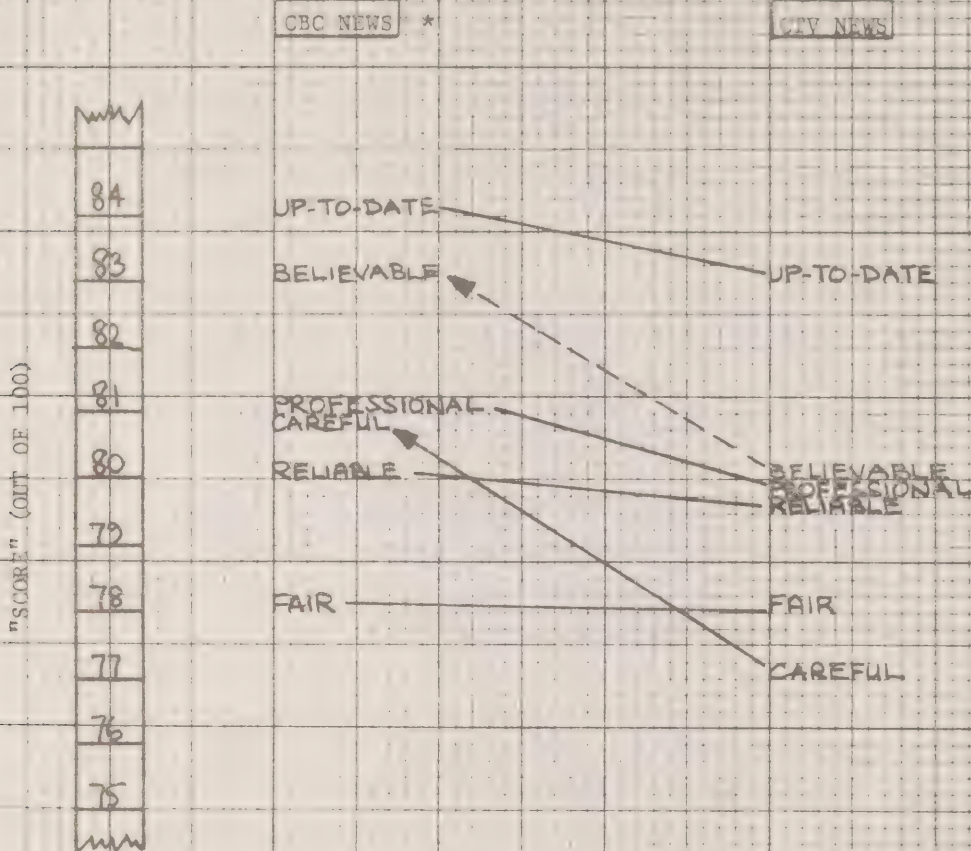
* Basis for the Table is viewers who have access to both CBC and CTV newscasts

Believability

Several word-pairs were designed to measure the dimension of believability. These included "believable-unbelievable", "careless-careful", "reliable-unreliable", "unfair-fair", "professional-amateur" and "up-to-date-out-of-date".

Table 8 (opposite) shows the average score for CBC news and CTV news on each of these word pairs. Details are given in Table A-1 in the Appendix.

There is generally very little difference between the two newscasts on this dimension. Both newscasts are widely felt to be "up-to-date", "believable", "professional", "careful", "reliable" and "fair". Average scores for each newscast on each of these characteristics are in the tight range of 77 to 84, as indicated opposite. The CBC news is felt to be more "careful" than the CTV news, but this is the only significant difference.

The three-point difference on the term "believable" is not statistically significant. This is substantiated by the answers to another question. (Details are in Appendix table A-7). Respondents were asked: "If you got conflicting stories about the same piece of news from CBC-TV news and CTV-TV news, which would you believe?". Of those familiar with both newscasts, 55 per cent opted for CBC news, the remaining 45 per cent for CTV; this is not statistically different from the 50 per cent one would expect by chance alone.

There is one sub-area of the whole dimension of "believability" where CTV may have a slight advantage. This is the area of aggressiveness or tenacity in going after news. Respondents were given two statements to agree or disagree with. The statements, with their responses

TABLE 9

Question	CBC NEWS*	CTV NEWS
"I sometimes feel that the CBC/CTV National news doesn't dig deeply enough for news, but takes the easy way out"		
Agree	20	18
Uncertain	21	24
Disagree	59	57
(Disagree- Agree)	(39)	(39)
"CBC/CTV news can be relied upon to dig out the real facts of a news story"		
Agree	48	54
Uncertain	38	37
Disagree	15	9
(Agree - Disagree)	(33)	(45)

* Basis for CBC news is viewers who have access to both CBC and CTV news

are shown opposite, in Table 9. (Full details are given in
Table A-8 in the Appendix.)

For both newscasts, a bare majority disagrees with the
statement, "I sometimes feel that the CBC/CTV National News
doesn't dig deeply enough for news but takes the easy way out".
There are no differences between the distribution of replies
for the two newscasts. However, there is a difference in the
distribution of replies to the other statement, "CBC/CTV news
can be relied upon to dig out the real facts of a news story".
For the CBC news, 33 per cent more agree with the statement
than disagree with it; for the CTV news, 45 per cent more agree
with the statement than disagree with it.

TABLE 10

AVERAGE SCORE ON "COMPLETENESS" FOR CBC AND CTV NEWSCASTS

CBC NEWS *	CTV NEWS

"SCORE" (OUT OF 100)

73
72
71
70
69
68
67
66
65
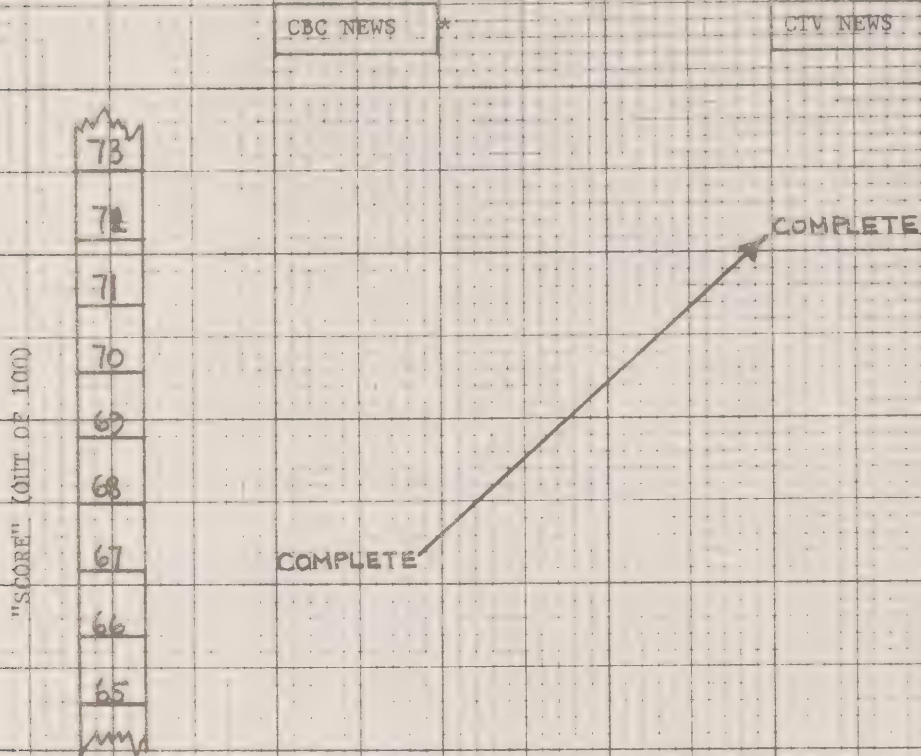
COMPLETE

COMPLETE

* Basis for CBC news is viewers who have access to both CBC and CTV news

Completeness

Another pair of adjectives used in Questions 7 and 17 was "complete-incomplete". As shown in Table 10, opposite, the CTV newscast is rated as more "complete" than the CBC newscast. (The five point difference is statistically significant).

Again, this difference is substantiated by responses to another question in the questionnaire. Respondents were asked whether they agreed or disagreed with the statement, "I sometimes get the feeling that the CBC National news (CTV National news) may not have covered some important things that have happened in the news". The response:

Question	CBC* News	CTV News
	%	%
"I sometimes get the feeling that the CBC/CTV National News may not have covered some important things that have happened in the news."		
Agree	45	34
Uncertain	21	25
Disagree	35	42
(Agree- Disagree)	+10	- 8

* Basis for CBC news is viewers who have access to both CBC and CTV news

Details are in Table A-8 in the Appendix.

TABLE 11

AVERAGE SCORE ON "ATMOSPHERE" FOR CBC AND CTV NEWSCASTS
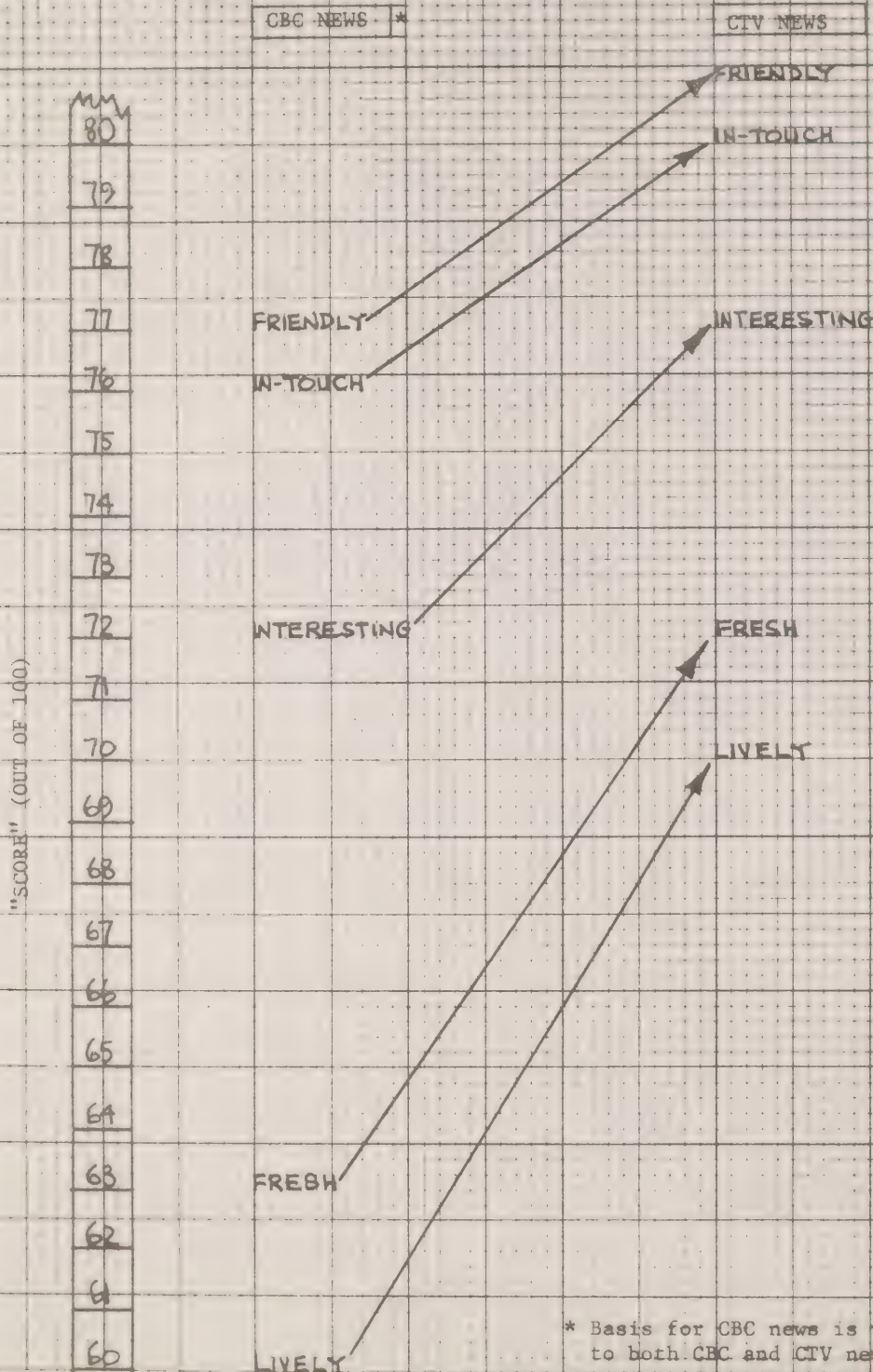
CBC NEWS *   CTV NEWS

* Basis for CBC news is viewers who have access
to both CBC and CTV news.

'Atmosphere'

The final cluster of adjectives used in Questions 7 and 17 were concerned with what may be called the 'atmosphere' of the newscast. The pairs of adjectives in this cluster were "lively-dull", "fresh-stuffy", "friendly-unfriendly", "interesting-boring", "in-touch-out-of-touch". On each of these, the CTV newscast scores differently from the CBC newscast. The CTV newscast is more often than the CBC newscast felt to be "friendly". "in-touch", "interesting", "fresh" and "lively". This is illustrated graphically in Table 11, opposite. Details are in Table A-1 of the Appendix.

TABLE 12

Question	CBC NEWS *	CTV NEWS
"The CBC National news (CTV National news) spends too much time on dull or unimportant items".		
Agree	19	14
Uncertain	21	19
Disagree	60	68
(Disagree- Agree)	(41)	(54)
"CBC (CTV) News makes the news seem really interesting".		
Agree	66	73
Uncertain	21	17
Disagree	13	10
(Agree - Disagree)	(53)	(63)

* Basis for CBC news is viewers who have access to both CBC and CTV news.

Two other questions touch on the 'atmosphere' of the news. Asked to respond to the statements shown opposite, viewers tended to disagree that the newscasts spend too much time on dull or unimportant items, and to agree that both newscasts make the news seem really interesting. However, in each case the vote for the CTV newscast is more favourable than that for the CBC newscast. Details are in Table A-8 in the Appendix.

.

TABLE 13

IMAGE OF THE TWO NEWSCASTS HELD BY VIEWERS WITH DIFFERENT EDUCATIONAL BACKGROUNDS

	AVERAGE SCORE AMONG EDUCATIONAL GROUPS							
	Grade School		Some High		Comp. High		University	
	CBC* News	CTV News	CBC* News	CTV News	CBC* News	CTV News	CBC* News	CTV News
Up-to-date	87	83	85	87	82	80	82	81
Believable	84	81	82	82	84	81	84 > 75	
Professional	79	83	82	82	83	80	80 > 75	
Careful	81 > 76		81	81	80	76	80 > 71	
Reliable	80	83	78	82	81	81	81 > 75	
Fair	81 > 74		78	82	79	80	76	73
Complete	72	74	69 < 75		67 < 72		64	67
Friendly	82	83	77 < 84		78	80	73	75
In-touch	80	81	77 < 84		76	78	75	77
Interesting	71 < 76		77 < 82		72	75	71	70
Fresh	65 < 71		64 < 76		62 < 74		61 < 67	
Lively	64 < 69		62 < 73		60 < 69		54 < 65	

* Basis for CBC news is viewers who have access to both CBC and CTV news

Note: Boxed figures are statistically significant.

Image of the Two Newscasts Held by Viewers with Different Educational Backgrounds

We have seen above (page 11) that viewers with more education tend to prefer the CBC National news to the CTV newscast.

The table opposite gives the average scores on each of twelve word-pairs, for CBC and CTV news, among viewers with different educational backgrounds. The differences are revealing. Those with grade school education find the CBC news more careful and more fair, but the CTV newscast more interesting, fresh and lively. Those with some high school find the two newscasts equally careful, believable, reliable, professional and fair, but the CTV newscast more complete, friendly, in-touch, interesting, fresh and lively. Those who have completed high school show a similar pattern, although not quite as pronounced, in favour of CTV news.

Those with university education, however, find the CBC newscast more believable, professional, reliable and careful. The two newscasts are thought equally complete, but (as with the other groups) the CBC newscast is more often felt to be stuffy and dull than is the CTV newscast.

TABLE 14

CALCULATION OF "SUMMARY SCORE"

I   15. How good a job do you feel the CTV National news does in
         covering the news"

            An excellent job   /_/

            A very good job   /_/

            A good job   /_/

            A fair job   /_/

            A poor job   /_/

II   Excellent   (1.00)   x   27%   =   27.0

        Very Good   (.75)   x   42%   =   31.5

        Good   (.50)   x   24%   =   12.0

        Fair   (.25)   x   6%   =   1.5

        Poor   (0)   x   1%   =   .0

                                     100%   72.0

III   Excellent   ___|___ 100

        Very Good   ___|___ 75

        Good   ___|___ 50

        Fair   ___|___ 25

        Poor   ___|___   0
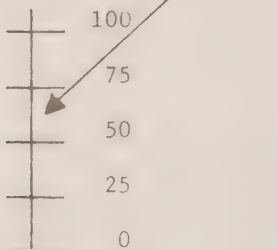
VIEWERS' EVALUATION OF NEWS COVERAGE BY THE TWO NEWSCASTS

In questions 5 and 6, and 15 and 16, respondents were asked how good a job they felt the CBC and CTV National Newscast does in general, and in covering various specific kinds of news - Canadian news, U.S. news, business news, news of crime, news of scientific developments...etc. In each case, the possible answers, as shown in part I of Table 14 opposite, were "excellent", "very good", "good", "fair" and "poor".

To obtain a "summary score", the percentages of people replying in each category were weighted as shown in part II of Table 14, opposite. This allowed the resulting scores to be placed on the scale shown in part III of the table, ranging from poor (0) to excellent (100), through the other adjectives. These scores thus describe how the "average respondent" replied to the questions.

TABLE 15

EVALUATION OF NEWS COVERAGE BY CBC AND CTV NEWS

	A		B		C	
	CBC NEWS*	CTV NEWS	CBC NEWS*	CTV NEWS	CBC NEWS*	CTV NEWS

AVERAGE SCORE (OUT OF 100)

70 — CANADA (CBC A) / CANADA (CTV A)

65 — FED. POL. (CBC B) → FED. POL. (CTV B)

60 — U.S.A. (CBC A) / U.S.A. (CTV A) ; PROV. POL. / OWN PROV. (B) ; CRIME (CBC C) ; CRIME (CTV C)

55 — BRITAIN (CBC A) / BRITAIN (CTV A) ; PROV. POL. (CBC B) ; OTH. PROVS. (CTV B)

50 — ASIA (CTV A) ; ASIA (CBC A) / EUROPE / OTHER (CTV A) ; OWN PROV. (CBC B) ; OTH. PROVS. (CBC B) ; SCIENCE (CTV C) ; BUSINESS (CTV C)

45 — EUROPE (CBC A) ; OTHER (CBC A) ; SCIENCE / BUSINESS / FAM. PEOP. (CBC C) ; FAM. PEOP. / ENTERT. (CTV C)

40 — ENTERT. (CBC C)

* Basis for CBC news is viewers who have access to both CBC and CTV news

Table 15 opposite shows these average scores for both CBC and CTV news. Details are given in Table A-2 of the Appendix.

In part A of Table 15, it is clear that reaction to the two newscasts is very similar. News of Canada is felt to be covered better than news of the U.S., news of the U.S. better than news of Britain. News of Britain is felt to be covered better than news of Asia, Europe and other countries. The profiles are similar and the level of the average scores are similar: the two newscasts are rated equally.

Part B of Table 15 is concerned with coverage of various kinds of Canadian news. Here, there is a difference between the two newscasts. The CBC newscast is thought to cover federal politics better than provincial politics or "news of my own province". The CTV newscast is thought to do an equally good job with all three. The CTV newscast gets a better "score" from its viewers for coverage of provincial politics, "news of my own province" and news of other provinces, than the CBC newscast gets from its viewers.

Part C of Table 15 provides information on viewers' evaluation of the newscasts coverage of various kinds of non-political news. For both newscasts, crime news is thought to be better covered than science news, business news, entertainment news or news about famous people. The CTV newscast is thought to do a better job than the CBC newscast with science, business and the world of entertainment.

TABLE 16

VIEWER OPINIONS OF CBC AND CTV NATIONAL NEWSCASTS
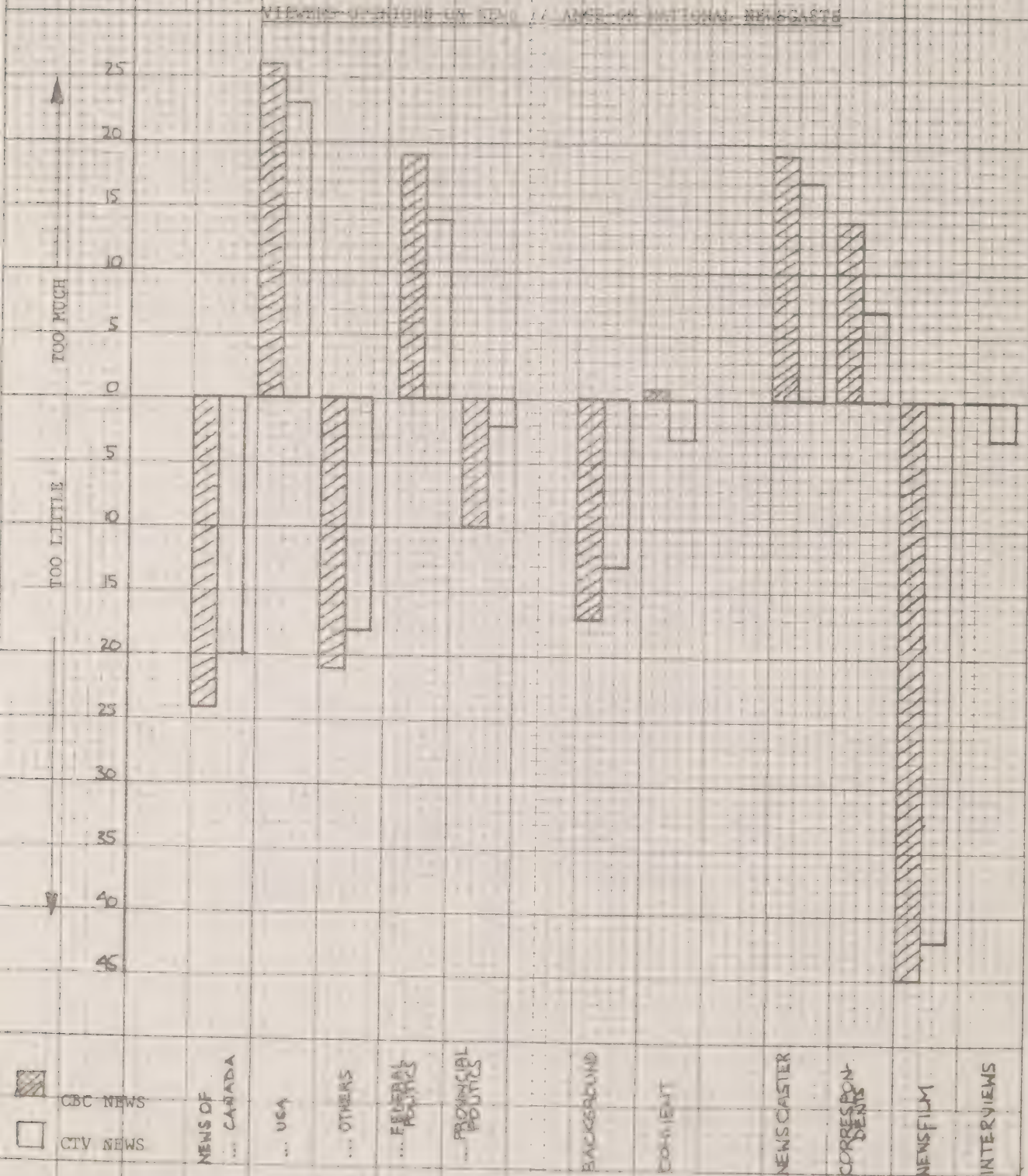
* Basis for CBC news is viewers who have access to both CBC and CTV news.

VIEWERS' OPINIONS ON THE "BALANCE" BETWEEN DIFFERENT
TYPES OF NEWS ON THE CBC AND CTV NEWSCASTS

In questions 9 and 19 respondents were asked: "Do you think
the CBC (CTV) National news spends too much time, too little time,
or the right amount of time on...." . There then followed a list
of different types of news.

Table 16, opposite, provides a graphic summary of the
responses. The percentages in the table are obtained by sub-
tracting those who think there is "too little" of the item from
those who think there is "too much". If more people think there
is too much of an item than too little, the bars in the table
project upwards. If more people think there is too little of
the item than too much, the bars project downwards.

The profile for each newscast is similar. Most viewers are
satisfied with the balance, on each newscast, between news of
Canada, news of the U.S. and news of other countries, the majority
of respondents indicating that they feel about the right amount
of time is devoted to each. However, about a quarter of the viewers
of each newscast think that too much time is devoted to U.S. news
and not enough to news of Canada and other countries.

Similarly, the majority express satisfaction with the balance
of time devoted to federal and provincial politics, and the time
given to background news and news comment.

A majority of viewers are satisfied with the amount of time
that both the CBC and CTV newscasts devote to news reading, talks
by news correspondents, shots of people being interviewed and film
of the news actually taking place. However, on the last-mentioned
issue, close to half of all viewers feel that too little time is

TABLE 17

LENGTH OF THE NEWSCASTS

Question	CTV News	CBC News*
	%	%
(The CBC National News lasts for 19 minutes)...		
(The CTV National News lasts for 15 minutes)...		
Do you think this is:		
Too long	2	7
About right	75	75
Too short	23	19
	100	100
(Too short) - (Too long)	(21)	(12)
The CBC/CTV National newscast drags things out too much before you get to see the local newscast.		
Agree	17	20
Uncertain	15	10
Disagree	69	70
	100	100
(Disagree) - (Agree)	(52)	(50)

* Basis for CBC news is viewers who have access to both CBC and CTV news

devoted to showing films of the actual events that make the news.
This is felt equally of CBC and CTV.

Details of responses to these questions are given in
Appendix tables A-3, A-4, A-5 and A-6.

LENGTH OF THE NEWSCASTS

As indicated in the table on the opposite page, viewers are
generally satisfied with the length of both the CBC and the CTV
National newscast. Three quarters of the viewers of each think
the length is "about right", with a minority of one in five
thinking it is "too short".

As substantiation of this, the majority of the viewers of
each newscast do not think that "the National newscast drags things
out before you get to see the local newscast".

TABLE 18

TIME OF NATIONAL NEWSCASTS

Question	TOTAL SAMPLE (News viewers and non-viewers)
"I wish the late night newscast was on television earlier"	
Agree Strongly	21 ⎤
Agree	22 ⎦ 43
Uncertain	11
Disagree	36 ⎤
Disagree Strongly	<u>10</u> ⎦ 46
	100
"The late night newscast is on television at just the right time for me".	
Agree Strongly	16 ⎤
Agree	39 ⎦ 55
Uncertain	9
Disagree	28 ⎤
Disagree Strongly	<u>8</u> ⎦ 36
	100

TIME OF THE NEWSCASTS

The CBC National newscast is broadcast at 11:00 p.m.
(11:30 p.m. in Newfoundland). The CTV National newscast is
broadcast at 11:00 p.m. (12:00 midnight in the Maritimes and
Northern Ontario). Should the newscasts be telecast earlier?

All respondents to the special survey (both viewers and
non-viewers of the late night newscast) were asked how strongly
they agreed or disagreed with two statements about the broadcast
times of the late night newscasts. The two statements and the
distribution of replies are shown opposite. Opinion is clearly
split about equally between those who wish the newscasts were
on television earlier, and those who prefer them at their present
time.

At first glance this is surprising. 11:00 p.m. is quite
late for many people; the proportion of adults watching television
at this time on an average evening is around 25 per cent, whereas
an hour earlier it is about 40 per cent. It was, perhaps, to be
anticipated that there would have been a stronger vote in favour
of an earlier newscast.

However, it is important to remember that the 11:00 p.m.
newscast is not the only newscast on television during the
evening. Most television stations have an earlier newscast,
sometime between 6:00 p.m. and 7:30 p.m., at a time when television
viewing is at about the 35 per cent level among adults. Indeed, as
far as the CBC stations are concerned, these early evening news-
casts, which contain both local and national elements as well as
sports news and weather, are patronized more than the late night
National newscast.

To illustrate, here are figures from the November 1971 BBM reports:

	All Persons (000)	Adults (000)
Audience on the 12 CBC owned and operated stations:		
CBC National News (11:00 p.m.)	862	830
Early evening news program, first 1/2 hour.		
(6:30-7:00 p.m. except CBHT/CBCT 6:00-6:30 p.m.)	1,116	978

Hence, it could well be that criticism of the lateness of the late-night newscasts is defused by the availability also of an early evening newscast.

TABLE 19

EVALUATION OF LATE-NIGHT LOCAL NEWSCASTS

13/21   After the CBC(CTV) National news, most television stations
have their own local newscast. How good a job do you think
that the station on which you watch the CBC(CTV) National News
does on each of the following in its local newscast?

	Excellent	Very Good	Good	Fair	Poor
Local News	/_/	/_/	/_/	/_/	/_/
Sports News	/_/	/_/	/_/	/_/	/_/
Weather News and Forecasts	/_/	/_/	/_/	/_/	/_/

	CTV Station		CBC Station*
Local News	71	>	65
Sports News	69	>	65
Weather News and Forecasts	71	>	64

* Basis for CBC news is viewers who have access to both CBC and CTV news.

THE CONTEXT OF THE NEWSCASTS

Following the late night national newscast, most television stations present a local or regional newscast, a sports report and a weather forecast. Respondents were asked how good a job they felt the local CBC and CTV station did with its own local newscast. The relevant questions, 13 and 21, are shown opposite.

The results are presented as summary scores in Table 19 (see pages 34-35 for a definition of "summary score"). The CTV station is thought to do a better job than the CBC station for local news, sports news and weather forecasts.

Many CBC network stations, however, before getting around to their local newscast, and immediately following the National News, present "a program of personal opinion" - 'Viewpoint'. BBM surveys are unable to provide an audience figure for 'Viewpoint' as it is only a 5-minute program and the BBM rating procedure is incapable of measuring audiences over shorter periods than 15 minutes. The CBC audience panel, however, does provide such information.

TABLE 20

EVALUATION OF "VIEWPOINT"

	All CBC News Viewers
Ever watched "Viewpoint"?	
Yes	68
No	32
(of viewers)...	
How interesting do you find this program?	
Very interesting	15
Interesting	53
Uninteresting	24
Very uninteresting	8
	100

'Viewpoint' is carried mainly by CBC-owned stations; few
private affiliated stations opt to take the program. In the areas
served by these CBC-owned stations, the average daily audience
for 'Viewpoint' is 3 per cent - i.e. it is watched only by about
3 per cent of English-speaking adults and teenagers in these
areas. In the same areas, the average daily audience (Monday
through Friday) for the CBC National News is 12 per cent. Hence,
in those parts of the country where both are available, the audi-
ence to 'Viewpoint' is, on average, only one-quarter the size of
the audience to the National News.

About two-thirds of all CBC news viewers have watched 'View-
point' at some point in time. Of these, 15 per cent generally
find the program "very interesting", about a half find it just
"interesting" and the remaining third find it "uninteresting"
or "very uninteresting". (See Table 20, opposite and Table A-10
in the Appendix.)

TABLE 21

COMMERCIALS IN AND AROUND THE NEWS

	CTV News	CBC News*
	%	%
There are too many commercials in and around the CBC/CTV National news.		
Agree	50	31
Uncertain	16	13
Disagree	34	56
	100	100
(Agree – Disagree)	+ 16	– 25

* Basis for CBC news is viewers who have access to both CBC and CTV news

On the subject of news and TV commercials, viewers of each
newscast were then asked (questions 8 and 18) whether they agreed
or disagreed with the statement, "There are too many commercials
in and around the CBC (CTV) National News". The responses of
viewers who have access to both newscasts is shown in Table 21,
opposite. Details are in Appendix Table A-9.

Clearly, viewers are much more concerned about the weight
of commercials in and around CTV news than they are about commer-
cials in and around CBC news - though it may be noted that, in
response to this direct statement, as many as 31 per cent of CBC
News viewers expressed the opinion that there were too many
commercials in and around the CBC National News.

TABLE 22

VIEWERS' GENERAL EVALUATION OF NEWSCASTERS

(CALCULATION OF SUMMARY SCORES)

22. How good a job do you think each of the following does as a newscaster?

	(Check one for each person)					Don't know this newscaster
	Excellent	Very Good	Good	Fair	Poor	
Lloyd Robertson	/_/	/_/	/_/	/_/	/_/	/_/
George Finstad	/_/	/_/	/_/	/_/	/_/	/_/
Harvey Kirck	/_/	/_/	/_/	/_/	/_/	/_/
Wally Macht (pronounced "Mott")	/_/	/_/	/_/	/_/	/_/	/_/
Walter Cronkite	/_/	/_/	/_/	/_/	/_/	/_/

EXAMPLE

		50% (1.0)	25% (.75)	10% (.5)	10% (.25)	5% (0)	
Excellent	(100)						50 x 1.00 = 50.00
Very Good	(75)						25 x .75 = 18.75
Good	(50)						10 x .50 = 5.00
Fair	(25)						10 x .25 = 2.50
Poor	(0)						5 x .0 = .00
							76.25

EVALUATION OF NEWSCASTERS

As indicated in the table opposite, respondents were asked,
of these five individuals, how good a job each of them does as a
newscaster. The available responses were "excellent", "very good",
"good", "fair" and "poor".

To obtain a summary score, the same averaging procedure was
followed as described earlier. Respondents reporting that they
didn't know a particular newscaster were set aside. The other
responses were weighted with values of 1.0, 0.75, 0.50, 0.25 and
0.0 respectively, as shown in Table 22. Thus weighted, the re-
sulting score indicates how each newscaster is rated, by those
who know him, on a scale that runs from 0 (a poor job) to 100
(an excellent job).

TABLE 23

VIEWERS' GENERAL EVALUATION OF NEWSCASTERS*
(SUMMARY SCORES)

AVERAGE SCORE (OUT OF 100)

Score	Newscaster
90	
85	
	ROBERTSON
80	CRONKITE
	KIRCK
75	FINSTAD
	MACHT
70	
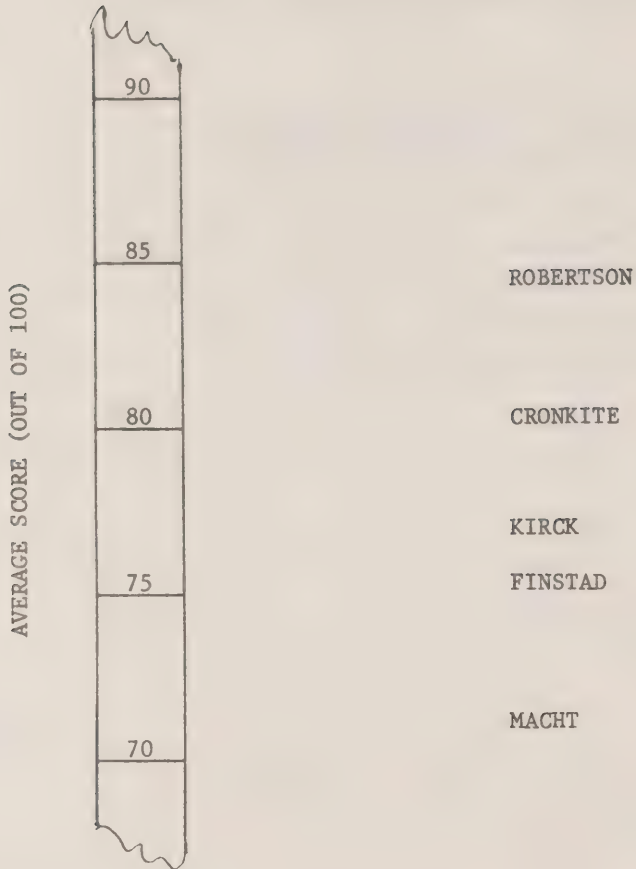
* Those viewers with access to both CBC and CTV newscasts.

The summary scores for each newscaster, among viewers who
have access to both the CBC and CTV National newscasts, are
shown opposite. All the newscasters (except Macht) are rated
in the "very good" to "excellent" range, with the CBC's Lloyd
Robertson significantly ahead of any of the others. It is
worth pointing out that, among those respondents who evaluated
both Robertson and CBS's Walter Cronkite (about 50 per cent of
the sample), Robertson is evaluated as at least his equal.
Details are in Table A-13 in the Appendix.

TABLE 24

VIEWERS' EVALUATION OF NEWSCASTERS ON PARTICULAR QUALITIES

(CALCULATION OF SUMMARY SCORES)

24. Put a check mark (⟋) between each pair of words, wherever you think
it belongs to describe Harvey Kirck.

HARVEY KIRCK

Friendly	⟋⟋	⟋⟋	⟋⟋	⟋⟋	⟋⟋	Unfriendly
Unreliable	⟋⟋	⟋⟋	⟋⟋	⟋⟋	⟋⟋	Reliable
Bland	⟋⟋	⟋⟋	⟋⟋	⟋⟋	⟋⟋	Controversial
Rough	⟋⟋	⟋⟋	⟋⟋	⟋⟋	⟋⟋	Smooth
Believable	⟋⟋	⟋⟋	⟋⟋	⟋⟋	⟋⟋	Unbelievable

EXAMPLE

30% 20% 30% 10% 10%

1.0   .75   .50   .25   .0

$$30\% \times 1.0 = 30.0$$
$$20\% \times .75 = 15.0$$
$$30 \times .50 = 15.0$$
$$10 \times .25 = 2.5$$
$$10 \times 0 = \underline{\hphantom{00}0}$$

62.5

Believable	⟋⟋	100
	⟋⟋	75
	⟋⟋	50
	⟋⟋	25
Unbelievable	⟋⟋	0

Respondents were then given a series of fourteen adjectival opposites (five of which are illustrated in Table 24) and were asked to place a check mark between each pair of words, wherever they thought it belonged, to describe CTV's Harvey Kirck. An identical set of questions was asked about Lloyd Robertson.

The usual procedure was adopted to summarize the responses. In each case the box to the extreme left was weighted with a value of 1.0, the next box with a value of 0.75, the middle box with a value of 0.5, and so on. In the example given opposite, Harvey Kirck scores 62.5 on the believable-unbelievable scale. A similar calculation was made for all pairs of adjectives for both Robertson and Kirck.

TABLE 25

VIEWERS* EVALUATIONS OF LLOYD ROBERTSON AND HARVEY KIRCK
ON PARTICULAR QUALITIES

AVERAGE SCORE (OUT OF 100)

	LLOYD ROBERTSON	HARVEY KIRCK
89		
88	SURE OF SELF	
87		
86	SECURE / IN CONTROL / RELIABLE	SURE OF SELF / RELIABLE
85	IN-TOUCH	IN CONTROL
84		IN-TOUCH
83	BELIEVABLE	SECURE
82		
81		BELIEVABLE
80		
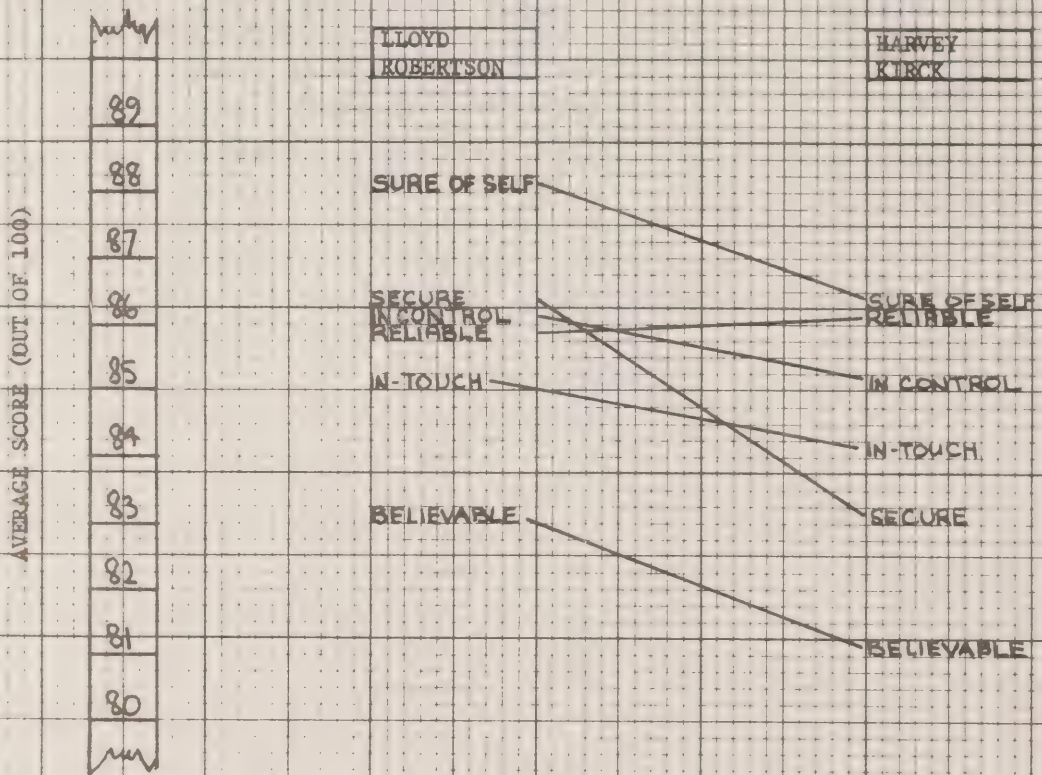
* Basis for CBC news is viewers who have access to both CBC and CTV news.

Six of the fourteen pairs of adjectives measured what may be termed professional qualities. These were "reliable-unreliable" "believable-unbelievable", "in control-not in control", "secure-insecure", and "in touch-out of touch". Table 25 on the opposite page presents graphically the average scores for Kirck and Robertson on these dimensions. Details are in Appendix Table A-13.

The two newscasters are rated about equally on each of these pairs of adjectives. None of the apparent differences is statistically significant.

TABLE 26

VIEWERS* EVALUATIONS OF LLOYD ROBERTSON AND HARVEY KIRCK

(ON PARTICULAR QUALITIES)

	LLOYD ROBERTSON	HARVEY KIRCK

```
90 ─┤

     ┤   FRIENDLY
85 ─┤   RELAXED

     ┤   SMOOTH
     ┤   INTERESTING                    RELAXED
80 ─┤                                   FRIENDLY

     ┤                                  STRONG
     ┤   WARM                           INTERESTING
     ┤   STRONG                         SMOOTH
75 ─┤

     ┤
70 ─┤   COLOURFUL                       WARM

     ┤                                  COLOURFUL
65 ─┤

60 ─┤

     ┤                                  CONTROVERSIAL
55 ─┤

     ┤   CONTROVERSIAL
50 ─┤
```

* Basis for CBC news is viewers who have access to both CBC and CTV news

The remaining eight pairs of adjectives measured more personal qualities. These were "friendly-unfriendly", "controversial-bland", "smooth-rough", "interesting-boring", "warm-cold", "strong-weak", "colourful-colourless" and "relaxed-tense".

On most of these qualities, Robertson is rated higher than Kirck - as more friendly, more relaxed, smoother, more interesting, warmer, and less controversial. This is indicated in graphic form in Table 26 on the opposite page. Details again are in Appendix Table A-13.

TABLE 27

.

NEWS CORRESPONDENTS

		CBC NEWS*	CTV NEWS
		%	%
8/18 The CBC/CTV National News makes the news seem real by using "on the spot" correspondents.			
	Agree	80	80
	Uncertain	11	11
	Disagree	9	9
(Agree - Disagree)		(71)	(71)

* Basis for CBC news is viewers who have access to both CBC and CTV news.

NEWS CORRESPONDENTS

Both newscasts are thought to "make the news seem real by using on-the-spot correspondents". As shown in the table opposite, 80 per cent of each newscast's viewers feel this. The CBC newscast has no advantage whatsoever here (for details, see Appendix Table A-8). At first glance this might seem surprising since CTV has no overseas correspondents of its own, and has fewer domestic correspondents than the CBC. However, previous research had indicated that CBC's news correspondents are not, in fact, well-known to the viewing public. This is detailed in the following pages.

TABLE 28

RECOGNITION OF CBC NEWS CORRESPONDENTS

NAMES	"CORRECT" ANSWER	TOTAL	CBC NEWS VIEWERS*
		%	%
Anne Murray/Catherine McKinnon	Singers	93	94
Punch Imlach/John McLellan	Hockey Coaches	86	89
George Harrison/John Lennon	Singers/Beatles	82	81
Madame Benoit/Graham Kerr	Cooks	79	82
Louis St.Laurent/R.B. Bennett	P.M.'s	76	80
Knowlton Nash/Norm DePoe	CBC/Newsmen	65	77
Judy Collins/Joni Mitchell	Singers	59	61
Ronald Reagan/Pat Brown	Governors of California	57	63
Jean Ratelle/Guy Trottier	Hockey Players	46	47
Kay Sigurjonsson/A. Clarkson	TV Hostesses	43	57
Arthur Hailey/Norman Mailer	Novelists	42	44
Ron Wicks/Verne Buffey	Hockey Referees	40	41
Joe Schlesinger/Don McNeil	CBC/Newsmen	27	45
Colin Hoath/Cam Cathcart	CBC/Newsmen	21	39
Mike McCourt/Bill Curtis	CBC/Newsmen	20	36
Alex Campbell/Walter Shaw	Premiers of P.E.I.	18	23
Bob Evans/Colin Godboldt	CBC/Newsmen	16	27
Ron Smith/Del Delmidge	CBC/Newsmen	10	19
W.O. Douglas/P. Stewart	U.S. Judges	4	6
Emmett Hall/L.P.Pigeon	Canadian Judges	3	4
R.F. Bennet/M.J.Baker	Businessmen	*	*

*Those who viewed CBC News at all in the past week.

In early January, a special set of questions was included
in the regular weekly diary-questionnaire completed by panel
members. Panelists were given a series of pairs of names and
asked what it was about their jobs that the people in each pair
had in common. (For example, Dave Keon and Bobby Orr were
"hockey players".) Included in the list were several pairs of
CBC news correspondents, past and present.

The percentages of viewers getting the "correct" answer
for each of the twenty-one pairs of names used are shown opposite.
(Note that each respondent was asked to answer for only eleven of
these pairs.) The first column lists the pairs of names, the
second the "correct answer", the third the percentage of all
viewers giving this answer and the fourth the percentage of CBC
News viewers giving the correct answer. (A CBC News viewer was
defined as a viewer who, according to his diary record, tuned to
CBC News at least once during a given survey week.)

Note that, apart from the Knowlton Nash-Norman DePoe duo,
the CBC correspondents are identified by name by, at most, about
a quarter of the total sample, and in no case by more than 45
per cent of CBC news viewers.

TABLE 29

RECOGNITION OF CBC NEWS CORRESPONDENTS (Continued)

TOTAL SAMPLE (AGED 18+)		CBC NEWS VIEWERS (AGED 18+) *	
Person	Per Cent Identifying as CBC Newsman %	Person	Per Cent Identifying as CBC Newsman %
Lloyd Robertson	73	Lloyd Robertson	88
Norman DePoe	73	Norman DePoe	82
Charles Lynch	39	Joe Schlesinger	41
Joe Schlesinger	28	Don McNeil	40
Don McNeil	24	Charles Lynch	37
Larry Zolf	22	Colin Godboldt	31
Colin Godboldt	20	Larry Zolf	28
Roy Bonisteel	16	Peter Desbarats	20
Peter Desbarats	15	Barry Callaghan	19
Barry Callaghan	15	Roy Bonisteel	19
Fred Davis	15	Fred Davis	15
Bruce Phillips	15	Bruce Phillips	13
Clive Baxter	10	Clive Baxter	12

*Those who viewed CBC National News at all in the past week.

Indeed, these CBC correspondents are not thought to be the only "CBC Newsmen" there are. In another CBC panel survey, respondents were given a list of names of various television personalities and asked to check which of them were "CBC Newsmen". The results are given in the table opposite, both for all viewers and for CBC news viewers.

There are three things to note from this table. Again, Norman DePoe is overwhelmingly identified as a CBC newsman. Secondly, the three CBC correspondents included in the list (Schlesinger, McNeil and Godboldt) are identified as CBC newsmen by at most 28 per cent of the total sample and 41 per cent of CBC news viewers. Thirdly, two freelance performers who appear from time to time on CBC information programs (Charles Lynch and Larry Zolf) are as likely to be identified as CBC newsmen as the correspondents themselves.

SUMMARY

The CBC English TV network 11:00 p.m. newscast ('The National'), broadcast each night of the week on the full network of CBC and affiliated stations, has an average-day audience of some 1.6-1.7 million viewers throughout the country. In the common CBC-CTV coverage area, where the private network's concurrent national newscast has an average audience of .9 million, 'The National' has a small audience lead of some 100,000 to 150,000 viewers. A decline over the past few years in the size of this CBC news audience, particularly in relation to the audience to the CTV newscast, is only partly attributable to gradual extensions of CTV coverage; even in areas where both CBC and CTV network news have been available for several years, there has been a decline in the size of the CBC but not the CTV late night newscast audience.

Against this background here, in summary, are the main views expressed on these two national newscasts by those who watch them:

1. In content and production, the CBC and CTV newscasts are felt to be about equally 'believable', 'professional', 'reliable', 'up-to-date' and 'fair'. The CBC News, however, is thought to be slightly more 'careful' than the CTV News, the CTV News to be slightly the more 'aggressive' of the two. Relative to the CTV News, the CBC newscast is also felt to be less 'friendly', less 'in-touch', less 'interesting', less 'fresh' and less 'lively'.

2. In its general coverage, the CBC News is thought to be not as 'complete' as the CTV News, not as likely to cover 'important things that have happened...'.

3. More specifically, in their coverage of various types of
    news events, the two newscasts often have the same image.
    Thus, both are felt to do a better job - each to about the
    same extent - in covering Canadian than in covering U.S.
    affairs. So also both newscasts are felt - about equally -
    to provide better coverage of Canadian and U.S. events
    than of events in Britain and in other parts of the world.
    Again, both newscasts are felt to do a better job in covering
    crime than in covering other, non-political news - and to do
    so about equally well.

4. This similarity of image is true also in the field of federal
    politics which both late-night newscasts are felt to cover
    equally well. On the other hand, while the CTV News is felt
    to do almost as good a job in provincial as in federal
    politics, the CBC News is felt by its viewers to do less well
    in this area. The CTV newscast is also seen to have an edge
    over the CBC News in its coverage of science news, business
    news and news about the world of entertainment.

5. As to the relative amount of time devoted by the News to
    different types of news events, most viewers seem satisfied
    with the balance in each newscast between news of Canada, news
    of the United States and news of other countries. A minority
    in each case feel that there is too much news about the U.S.
    and not enough about Canada and/or other countries.

6. Most viewers also feel that the two newscasts give about the
    right proportion of time to news of federal politics and news
    of provincial politics. A minority in each case, however, feel
    that relatively too much time is given by each newscast to the
    federal scene.

7. As to the way in which they present the news, both newscasts
    are felt by a substantial majority of their viewers to spend
    about the right amount of time in giving news background and in
    commenting on the news; both are felt to be clear and compre-
    hensible; and both are felt to be of about the right length.
    However, about half the total number of viewers of each news-
    cast think that too little time is given to showing film of
    actual news events. And opinion is split about 50-50 between
    those who feel the newscast is broadcast at 'just the right
    time for me' and those who feel it should be on earlier. There
    is no difference of opinion of this latter point between CBC
    and CTV News viewers.

8. CTV stations are generally thought to have a better local
    newscast following their National News than CBC stations.
    Each national newscast, however, is felt to have its own
    cross to bear: the CTV National News is seen as surrounded
    by the greater amount of commercial clutter, while the CBC
    News has 'Viewpoint'.

9. The CBC's Lloyd Robertson is very highly rated as a news-
    caster. He is felt to do a somewhat better job than his
    colleague George Finstad, better also than CTV's Harvey
    Kirck and Wally Macht. Among those who also know CBS's
    Walter Cronkite, Robertson and Cronkite are rated about equally.

10. As to their personal images, Robertson and Kirck are felt
    equally 'believable', 'reliable' and 'in-touch', also equally
    'relaxed' and 'sure of himself'. And relative to Kirck,
    Robertson is thought to be the more 'smooth', 'friendly',
    'interesting', 'relaxed', 'warm' and non-controversial.

11. Both newscasts are felt to make the news 'seem real by
     using on-the-spot correspondents'. The CBC News, not-
     withstanding its greater use of on-the-spot men, appears
     to have no advantage whatever here. This ties in with
     earlier research which showed that only a minority of
     viewers, and only a minority of CBC News viewers, can
     recognise CBC news correspondents by name, and that some
     freelancers who are not CBC news staff are as likely to
     be taken for 'CBC newsmen' as the CBC correspondents
     themselves.

     One general inference from all this is that there is less justi-
     fication now than there has been in past years for assuming that the
     CBC National News is seen by the viewing public as something distinctly
     different from, and in many respects superior to the newscasts of the
     private network. (See, for example, the section devoted to the CBC
     News in the Research Department's 1962 survey report 'What the
     Canadian Public Thinks of the CBC'.) In fact, on most characteristics
     examined in the present survey, 'The National' is not now perceived as
     having any distinctive edge over the CTV News, and in several respects
     it is the private network news that is seen to be the superior.

11.   Both newscasts are felt to make the news 'seem real by
using on-the-spot correspondents'. The CBC News, not-
withstanding its greater use of on-the-spot men, appears
to have no advantage whatever here. This ties in with
earlier research which showed that only a minority of
viewers, and only a minority of CBC News viewers, can
recognise CBC news correspondents by name, and that some
freelancers who are not CBC news staff are as likely to
be taken for 'CBC newsmen' as the CBC correspondents
themselves.

One general inference from all this is that there is less justi-
fication now than there has been in past years for assuming that the
CBC National News is seen by the viewing public as something distinctly
different from, and in many respects superior to the newscasts of the
private network. (See, for example, the section devoted to the CBC
News in the Research Department's 1962 survey report 'What the
Canadian Public Thinks of the CBC'.) In fact, on most characteristics
examined in the present survey, 'The National' is not now perceived as
having any distinctive edge over the CTV News, and in several respects
it is the private network news that is seen to be the superior.

.

<u>A P P E N D I C E S</u>

APPENDIX 'A'

DETAILED TABULATIONS.

CONTENT OF TABLES

NOTE ON TABLES

The tables in this Appendix give detailed results for seven different groups of viewers. The definitions of these groups and their sub-sample sizes are as follows:

1. All CBC News Viewers: All viewers of CBC News, whether or not they have access to CTV National News (N = 749)

2-3. Competitive Areas: The viewers in these two groups live in areas where the CBC and CTV National newscasts are both available. Group 2 (N = 605) consists of viewers of CBC News whether or not they sometimes also watch CTV News. Group 3 (N = 569) consists of viewers of CTV News whether or not they sometimes also watch CBC News.

4-7. Viewers of Both: The viewers in these four groups are familiar with both newscasts - they sometimes watch one, sometimes the other. Group 4 (N = 429) consists of all such respondents. Groups 5 through 7 simply sub-divide Group 4 into those who watch CBC News more often than CTV News (Group 5, N = 155), those who watch CTV News more often than CBC News (Group 6, N = 133), and those who watch the two newscasts to about the same extent (Group 7, N = 141).

In each table the numbers of the appropriate questions in the questionnaire are given top left.

THE CBC AND CTV NEWS 'IMAGE'

Summary Scores†

Question 7 and 17	All CBC News Viewers	CBC News Viewers	CTV News Viewers	COMPETITIVE (CBC-CTV) AREA — THOSE FAMILIAR WITH BOTH NEWSCASTS								
				Total		View CBC>CTV		View CTV>CBC		View CBC=CTV		
				CBC News	CTV News	CBC News	CTV News	CBC News	CTV News	CBC News	CTV News	CTV News
Put a check mark (√) between each pair of words, wherever you think it belongs to describe CBC National News (CTV News).												
* Predictable – Unpredictable	70	71	71	69	71	73	70	67	72	68		69
* Believable – Unbelievable	84	83	80	83	78	85	75	81	81	82		78
Complete – Incomplete *	69	67	72	67	70	69	61	61	75	71		73
Careful – Careless *	81	81	77	79	76	82	69	76	76	79		79
* Lively – Dull	62	60	70	57	69	61	61	48	77	56		70
* Unbiased – Biased	60	60	62	58	61	64	58	52	63	59		61
* Reliable – Unreliable	80	80	80	79	78	82	74	75	81	79		79
* Fair – Unfair*	78	78	78	77	77	79	77	74	80	77		75
* Fresh – Stuffy	65	63	72	60	71	66	62	52	79	57		71
* Professional – Amateur	82	81	80	81	78	82	70	79	82	82		81
* Friendly – Unfriendly	79	77	81	75	79	77	72	69	84	76		81
Interesting – Boring*	74	72	77	70	74	75	67	64	82	67		73
* In touch – Out of touch	78	76	80	77	79	78	74	68	82	79		81
* Clear – Confusing	83	83	82	82	80	86	74	76	85	82		82
Light – Heavy*	51	52	56	46	57	53	57	48	57	48		59
* Up-to date – Out of date	85	84	83	82	82	82	77	80	84	85		86

* In the questionnaire, this adjective appeared on the left-hand side

† For definition of these 'summary scores', see pages 20-21

THE ADEQUACY OF CBC AND CTV COVERAGE OF NEWS ON VARIOUS SUBJECTS

Summary Scores +

Question 5/15 and Question 6/16	All CBC News Viewers	CBC News Viewers	CTV News Viewers	COMPETITIVE (CBC-CTV) AREA — THOSE FAMILIAR WITH BOTH NEWSCASTS							
				Total		View CBC>CTV		View CTV>CBC		View CBC = CTV	
How good a job do you feel the CBC National News (CTV News) does in covering each of the following types of news:				CBC News	CTV News	CBC News	CTV News	CBC News	CTV News	CBC News	CTV News
Overall Coverage	69	68	72	66	71	71	61	58	80	67	70
Canadian News	70	70	71	69	69	70	61	65	76	71	70
U.S. News	62	62	63	61	62	62	59	58	65	63	61
News about Britain	54	54	55	54	53	50	45	53	58	58	55
News about European countries	49	48	49	48	47	44	38	49	53	51	51
News about Asian countries	50	49	50	48	48	45	41	49	52	51	51
News about other countries	47	46	49	45	47	42	38	46	52	48	50
News about Federal politics	64	65	64	64	62	63	55	63	57	68	63
News about Provincial politics	57	57	61	56	58	53	51	56	63	58	60
News about your own province	54	53	60	55	58	50	50	49	62	58	60
News about provinces other than your own	51	49	54	50	52	48	46	47	55	51	53
News of scientific development	47	46	50	45	48	43	42	43	53	47	49
Business News	46	45	49	46	47	41	42	43	50	49	50
News about the world of entertainment	41	40	45	39	45	36	41	37	48	42	44
News about the lives of famous people	45	44	46	44	45	39	40	43	47	48	47
News of crime	60	61	62	59	60	56	51	58	63	67	64

+ For definition of these 'summary scores', see pages 34-35

BALANCE OF NEWS ON CANADA, THE U.S. AND OTHER COUNTRIES

Question 9/19	All CBC News Viewers %	CBC News Viewers %	CTV News Viewers %	COMPETITIVE (CBC-CTV) AREA — THOSE FAMILIAR WITH BOTH NEWSCASTS										
				Total		View CBC > CTV		View CTV > CBC		View CBC = CTV	
				CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %
Do you think the CBC National News (CTV News) spends too much time, too little time or about right amount of time on:											
News of Canada											
Too much	3	4	3	4	4	2	7	6	1	5	3
About right	69	69	74	68	73	70	67	68	81	67	72
Too little	28	28	23	28	23	28	25	26	18	28	25
News of U.S.A.											
Too much	35	36	30	38	31	38	32	33	25	42	38
About right	55	54	63	51	61	50	57	56	70	49	56
Too little	10	10	7	11	8	13	11	11	5	10	6
News of other countries											
Too much	9	10	7	10	7	5	7	11	4	12	10
About right	62	59	68	58	67	61	62	57	74	58	64
Too little	28	31	25	32	26	34	31	32	21	31	26

BALANCE OF NEWS ON FEDERAL AND PROVINCIAL POLITICS

Question 9/19	All CBC News Viewers %	CBC News Viewers %	CTV News Viewers %	COMPETITIVE (CBC-CTV) AREA — THOSE FAMILIAR WITH BOTH NEWSCASTS							
				Total		View CBC > CTV		View CTV > CBC		View CBC = CTV	
				CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %
Do you think the CBC National News (CTV News) spends too much time, too little time or about right amount of time on:											
Federal Politics											
Too much	29	29	22	33	24	34	27	33	22	33	22
About right	60	61	70	57	68	55	66	54	61	62	72
Too little	11	10	8	10	8	11	8	13	12	5	6
Provincial Politics											
Too much	16	15	15	18	17	14	18	22	14	20	18
About right	61	60	68	58	65	61	62	52	66	61	68
Too little	24	25	17	24	18	26	21	26	19	20	13

BALANCE OF BACKGROUND NEWS AND NEWS COMMENT

Question 9/19	All CBC News Viewers %	CBC News Viewers %	CTV News Viewers %	COMPETITIVE (CBC-CTV) AREA — THOSE FAMILIAR WITH BOTH NEWSCASTS									
				Total		View CBC > CTV		View CTV > CBC		View CBC = CTV			
				CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %		
Do you think the CBC National News (CTV News) spends too much time, too little time or about right amount of time on:													
Giving Background to News.													
Too much	6	6	5	7	6	6	12	8	5	7	3		
About right	71	70	77	69	74	72	66	66	77	70	80		
Too little	23	23	18	24	20	22	22	26	19	23	17		
Commenting on the News.													
Too much	13	15	10	15	11	12	15	15	9	18	12		
About right	73	71	76	69	75	73	66	65	81	70	75		
Too little	14	14	13	16	14	16	19	20	10	12	13		

BALANCE OF DIFFERENT FORMS OF NEWS PRESENTATION

Question 9/19	All CBC News Viewers %	CBC News Viewers %	CTV News Viewers %	COMPETITIVE (CBC-CTV) AREA — THOSE FAMILIAR WITH BOTH NEWSCASTS								
				Total		View CBC > CTV		View CTV > CBC		View CBC = CTV	
				CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %
Do you think the CBC National News (CTV News) spends too much time, too little time or about right amount of time on:											
Showing the newscaster reading — Too much	21	22	20	24	24	19	31	31	19	26	23
About right	76	75	77	73	73	79	67	65	76	71	75
Too little	3	3	3	3	3	2	3	4	5	3	2
Showing correspondents talking — Too much	20	22	16	21	19	14	24	25	18	23	15
About right	72	70	75	69	72	78	65	60	77	70	75
Too little	8	8	9	10	9	8	11	15	5	7	10
Showing films of the news taking place — Too much	3	2	2	3	3	3	5	3	2	4	3
About right	52	50	54	48	51	52	49	48	58	44	48
Too little	46	47	44	49	46	45	46	50	41	53	55
Showing people being interviewed — Too much	18	20	16	21	18	20	23	29	14	17	17
About right	62	60	65	58	63	65	60	48	72	60	59
Too little	20	20	19	21	19	16	18	22	14	23	23

THE BELIEVABILITY OF NEWS REPORTS FROM DIFFERENT MEDIA

| Question 25 | COMPETITIVE (CBC-CTV) AREA | | | |
| | Those Familiar With Both Newscasts | | | |
	Total %	View CBC > CTV %	View CTV > CBC %	View CBC = CTV %
If you got conflicting stories about the same piece of news from .... and .... which would you believe?				
(a) Local newspaper Local radio station	33 67	40 60	26 74	36 64
(b) Local newspaper CBC Television News	17 83	13 87	17 83	20 80
(c) Local newspaper CTV Television News	22 78	28 72	17 83	23 77
(d) CBC Television News CTV Television News	55 45	88 12	22 78	53 47

VARIOUS ASPECTS OF NEWS PRESENTATION AND CONTENT OF THE NEWS

Question 8/18	All CBC News Viewers %	CBC News Viewers %	CTV News Viewers %	COMPETITIVE (CBC-CTV) AREA THOSE FAMILIAR WITH BOTH NEWSCASTS							
				Total		View CBC > CTV		View CTV > CBC		View CBC = CTV	
				CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %
Here are some statements that have been made about the CBC(CTV) National Newscast. Please read each one and check whether you agree or disagree with it.											
The CBC (CTV) National News spends too much time on dull or un-important items.											
Agree	19	19	14	22	15	18	25	30	6	17	15
Uncertain	20	21	19	20	19	15	28	23	14	22	16
Disagree	61	60	68	58	65	67	48	46	79	61	69
The CBC (CTV) National News explains the day's news in words that the average viewer can understand.											
Agree	93	92	90	92	90	94	88	90	93	91	90
Uncertain	3	3	3	3	3	2	6	5	2	3	4
Disagree	5	5	6	5	6	4	6	5	5	6	6
The CBC (CTV) News makes the news seem really interesting.											
Agree	69	66	73	62	69	75	50	40	86	65	67
Uncertain	19	21	17	24	20	14	24	40	13	23	24
Disagree	11	13	10	13	12	11	26	19	1	12	9

VARIOUS ASPECTS OF NEWS PRESENTATION AND CONTENT OF THE NEWS

(continued)

Question 8/18

	All CBC News Viewers %	CBC News Viewers %	CTV News Viewers %	COMPETITIVE (CBC-CTV) AREA THOSE FAMILIAR WITH BOTH NEWSCASTS							
				Total		View CBC>CTV		View CTV>CBC		View CBC=CTV	
				CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %
The CBC National (CTV) news makes the news seem real by using 'on-the-spot' correspondents.											
Agree	82	80	80	78	77	86	71	65	83	81	78
Uncertain	9	11	11	12	12	8	17	21	8	10	12
Disagree	9	10	9	10	11	7	13	14	9	10	10
I sometimes feel that the GBC (CTV) National News doesn't dig deeply enough for news, but takes the easy way out.											
Agree	20	20	18	21	20	21	29	25	9	15	18
Uncertain	22	21	24	23	23	19	25	25	18	26	28
Disagree	59	59	57	56	57	60	46	50	72	59	54
I sometimes get the feeling that the CBC National News (CTV News) may not have covered some important things that have happened in the news.											
Agree	44	45	34	47	37	45	43	51	28	47	42
Uncertain	19	21	25	20	22	20	24	18	21	21	17
Disagree	36	35	42	33	41	35	33	31	51	32	41
CBC News (CTV News) can be relied upon to dig out the real facts of news story.											
Agree	48	48	54	44	51	57	46	30	54	41	54
Uncertain	38	38	37	39	39	29	39	51	38	40	37
Disagree	14	15	9	17	10	14	15	19	7	19	9

WEIGHT OF COMMERCIALS IN AND AROUND NEWSCASTS

Question 8/18	All CBC News Viewers %	CBC News Viewers %	CTV News Viewers %	COMPETITIVE (CBC-CTV) AREA THOSE FAMILIAR WITH BOTH NEWSCASTS							
				Total		View CBC > CTV		View CTV > CBC		View CBC = CTV	
				CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %
There are too many commercials in and around the CBC National News (CTV National News).											
Agree	29	31	50	32	53	32	55	35	51	28	52
Uncertain	13	13	16	13	15	7	14	14	12	16	21
Disagree	58	56	34	55	31	61	31	51	37	56	28

CBC's 'VIEWPOINT'

| Question 11 | All CBC News Viewers % | CBC News Viewers % | CTV News Viewers % | COMPETITIVE (CBC-CTV) AREA THOSE FAMILIAR WITH BOTH NEWSCASTS | | | | | | | |
| | | | | Total | | View CBC>CTV | | View CTV>CBC | | View CBC=CTV | |
				CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %
After the CBC National News some television stations carry a program called "Viewpoint". Have you ever watched "Viewpoint"?											
Yes	68	89		71		77		71		68	
No	32	11		29		23		29		32	
(If 'yes')											
How interesting do you usually find the program "Viewpoint"?											
Very interesting	15	15		14		10		10		20	
Interesting	53	53		52		57		48		49	
Uninteresting	24	24		25		27		24		23	
Very uninteresting	8	9		10		6		16		9	

LOCAL NEWSCASTS FOLLOWING THE NATIONAL NEWS

Summary Scores+

Question 5/15 Question 13/21	All CBC News Viewers	CBC News Viewers	CTV News Viewers	COMPETITIVE (CBC-CTV) AREA THOSE FAMILIAR WITH BOTH NEWSCASTS							
				Total		View CBC>CTV		View CTV>CBC		View CBC = CTV	
				CBC News	CTV News	CBC News	CTV News	CBC News	CTV News	CBC News	CTV News
How good a job do you feel the CBC National News (CTV News) does generally in covering the news?											
National Newscast	69	68	72	66	71	71	61	58	80	67	70
After the CBC National News (CTV News), most tv stations have their own local news. How good a job do you think that the station on which you watch the CBC National News/CTV News/ does on each of the following in its local newscast?											
Local News	65	65	71	65	70	63	62	61	75	68	72
Sports News	65	64	69	64	68	62	60	59	74	68	70
Weather News and Forecasts	65	64	71	65	68	64	61	59	76	70	69

+ For definition of these 'summary scores', see pages 34-35.

LENGTH OF THE NEWSCASTS

Question 8/18 and 10/20	All CBC News Viewers %	CBC News Viewers %	CTV News Viewers %	COMPETITIVE (CBC-CTV) AREA — THOSE FAMILIAR WITH BOTH NEWSCASTS							
				Total		View CBC > CTV		View CTV > CBC		View CBC = CTV	
				CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %	CBC News %	CTV News %
Here are some statements that have been made about the CBC(CTV) National Newscast. Please read each one and check whether you agree or disagree with it.											
The CBC (CTV) National News drags things out too much before you get to see the local newscast.											
Agree	18	20	17	22	17	14	19	36	15	21	20
Uncertain	10	10	15	11	14	10	16	13	8	12	16
Disagree	72	70	69	66	68	77	65	51	77	67	64
The CBC National News lasts for 19 minutes, — CTV News last for 15 minutes. Do you think this is:											
Too long	6	7	2	8	3	8	4	11	1	7	2
About right	74	75	75	75	74	67	70	73	74	82	79
Too short	20	19	23	17	24	24	26	16	25	11	19

THE NETWORK NEWSCASTERS: GENERAL EVALUATION

Summary Scores [+]

Question 22	All CBC News Viewers	COMPETITIVE (CBC-CTV) AREA			
		Total	Those Familiar With Both Newscasts		
			View CBC > CTV	View CTV < CBC	View CBC = CTV
How good a job do you think each of the following does as a newscaster?					
Lloyd Robertson	84	83	87	77	83
George Finstad	76	75	77	69	75
Harvey Kirck	77	77	67	82	83
Wally Macht	71	71	60	75	77
Walter Cronkite	80	80	77	79	84

[+] For definition of these 'summary scores', see pages 52-53

PERSONAL QUALITIES ATTRIBUTED TO NETWORK NEWSCASTERS LLOYD ROBERTSON AND HARVEY KIRCK

Summary Scores +

Question 23/24	All CBC News Viewers	Lloyd Robertson	Harvey Kirck	COMPETITIVE (CBC-CTV) AREA									
				Total		Those Familiar With Both Newscasts							
						View CBC > CTV		View CTV > CBC		View CBC = CTV			
Put a check mark (√) between each pair of words, wherever you think it belongs to describe Lloyd Robertson or Harvey Kirck.				Lloyd Robertson	Harvey Kirck	Lloyd Robertson	Harvey Kirck	Lloyd Robertson	Harvey Kirck	Lloyd Robertson	Harvey Kirck		
Friendly – Unfriendly	88	87	81	86	80	90	74	79	82	85	83
Reliable – Unreliable*	86	86	86	85	86	87	82	73	88	85	87
Controversial – Bland*	54	53	57	51	57	48	51	53	59	55	61
Smooth – Rough*	87	84	76	83	73	86	70	78	77	83	86
Believable – Unbelievable	87	83	81	86	82	83	79	80	83	84	83
Interesting – Boring*	85	82	78	80	77	84	67	76	81	77	82
Warm – Cold*	80	78	71	77	70	83	62	73	75	75	73
Strong – Weak	79	76	79	77	77	77	72	72	82	76	81
Colourful – Colourless	73	70	69	71	68	71	58	66	73	72	73
In control – Not in control	88	86	85	87	84	85	78	85	86	87	86
Secure – Insecure*	86	86	83	83	83	87	78	85	85	81	85
Relaxed – Tense	88	86	82	86	81	89	73	82	84	83	85
Sure – Unsure	89	88	86	86	84	88	79	85	87	85	87
In touch – out of touch	87	85	84	86	83	84	77	85	86	86	87

* In the questionnaire this adjective appeared on the left-hand side

+ For definition of these 'summary scores', see pages 56-57

TELEVISION
NEWSCASTS
SURVEY

QUESTIONNAIRE

TELEVISION NEWSCASTS

Most Canadian television stations have a late-night newscast each evening, starting at about 11.00 p.m. (In the Maritimes, some stations start their newscasts at about 11.30 p.m. or Midnight).

These newscasts usually include a network NATIONAL news (CBC News or CTV News) and a LOCAL news (which may include weather and sports). Some CBC stations may also have a program called "Viewpoint", which goes between the national and the local news.

This survey is about these late-night newscasts.

1. About how often do you watch some part of a late-night newscast?

(Check one)

Never .... ☐

Less than once a week .... ☐

One or two nights a week .... ☐

Three to five nights a week .... ☐

Six or seven nights a week .... ☐

2. On which station do you usually watch the late-night newscast ?

(Please write call-letters) _____

3. Here are some statements about late-night television newscasts. Please read each one, and check how strongly you agree or disagree with it.

	Agree Strongly	Agree	Uncertain	Disagree	Disagree Strongly
I have a favourite late-night television newscast, that I prefer to watch.	☐	☐	☐	☐	☐
The late-night newscast is on television at just the right time for me.	☐	☐	☐	☐	☐
I don't want details in a late-night newscast — just a summary that is brief and to the point.	☐	☐	☐	☐	☐
I like editorial opinions and comments in a newscast, provided they are announced as such.	☐	☐	☐	☐	☐
It doesn't matter to me who reads the newscast.	☐	☐	☐	☐	☐
I wish the late-night newscast was on television earlier.	☐	☐	☐	☐	☐
It is a good idea for the newscaster to give you the highlights of the news, before starting on the newscast itself.	☐	☐	☐	☐	☐
You feel more confident about the news, if you see the same man reading it every day.	☐	☐	☐	☐	☐
A newscast should stick to giving you the news and should not include editorial comment and opinion.	☐	☐	☐	☐	☐

THESE NEXT QUESTIONS ARE ABOUT THE CBC NATIONAL NEWS, TELECAST DAILY FROM 11.00 p.m. to 11.19 p.m.

If you NEVER watch this national newscast, please go to question 14

4. How often do you watch the CBC 11.00 p.m. National newscast on television?

(Check one)

Never .... ☐

Less than once a week .... ☐

One or two nights a week .... ☐

Three to five nights a week .... ☐

Six or seven nights a week .... ☐

5. How good a job do you feel the CBC National News does generally in covering the news?

(Check one)

An excellent job .... ☐

A very good job .... ☐

A good job .... ☐

A fair job .... ☐

A poor job .... ☐

6. How good a job do you feel the CBC National News does in covering each of the following types of news.

(Check one for each type)

	Excellent Job	Very Good Job	Good Job	Fair Job	Poor Job
Canadian News	☐	☐	☐	☐	☐
US News	☐	☐	☐	☐	☐
News about Britain	☐	☐	☐	☐	☐
News about European countries	☐	☐	☐	☐	☐
News about Asian countries	☐	☐	☐	☐	☐
News about other countries	☐	☐	☐	☐	☐
News about federal politics	☐	☐	☐	☐	☐
News about provincial politics	☐	☐	☐	☐	☐
News about your own province	☐	☐	☐	☐	☐
News about provinces other than your own	☐	☐	☐	☐	☐
News of scientific developments	☐	☐	☐	☐	☐
Business news	☐	☐	☐	☐	☐
News about the world of entertainment	☐	☐	☐	☐	☐
News about the lives of famous people	☐	☐	☐	☐	☐
News of crime.	☐	☐	☐	☐	☐

7. Put a check mark (√) between each pair of words, wherever you think it belongs to describe CBC National News.

CBC NATIONAL NEWS

Predictable	☐	☐	☐	☐	☐	☐	Unpredictable
Believable	☐	☐	☐	☐	☐	☐	Unbelievable
Incomplete	☐	☐	☐	☐	☐	☐	Complete
Careless	☐	☐	☐	☐	☐	☐	Careful
Lively	☐	☐	☐	☐	☐	☐	Dull
Unbiassed	☐	☐	☐	☐	☐	☐	Biassed
Reliable	☐	☐	☐	☐	☐	☐	Unreliable
Unfair	☐	☐	☐	☐	☐	☐	Fair
Fresh	☐	☐	☐	☐	☐	☐	Stuffy
Professional	☐	☐	☐	☐	☐	☐	Amateur
Friendly	☐	☐	☐	☐	☐	☐	Unfriendly
Boring	☐	☐	☐	☐	☐	☐	Interesting
In touch	☐	☐	☐	☐	☐	☐	Out of touch
Clear	☐	☐	☐	☐	☐	☐	Confusing
Heavy	☐	☐	☐	☐	☐	☐	Light
Up-to-date	☐	☐	☐	☐	☐	☐	Out-of-date

8. Here are some statements that have been made about the CBC National Newscast. Please read each one and check whether you agree or disagree with it.

	Agree	Disagree	Uncertain
The CBC National News spends too much time on dull or unimportant items.	☐	☐	☐
The CBC National News makes the news seem real by using "on-the-spot" correspondents.	☐	☐	☐
The CBC National newscast drags things out too much before you get to see the local newscast.	☐	☐	☐
I sometimes feel that the CBC National News doesn't dig deeply enough for news, but takes the easy way out.	☐	☐	☐
The CBC National News explains the day's news in words that the average viewer can understand.	☐	☐	☐
There are too many commercials in and around the CBC National News.	☐	☐	☐
CBC News makes the news seem really interesting.	☐	☐	☐
I sometimes get the feeling that the CBC National News may not have covered some important things that have happened in the news.	☐	☐	☐
CBC News can be relied upon to dig out the real facts of a news story.	☐	☐	☐

9. Do you think the CBC National News spends too much time, too little time or about the right amount of time on . . . . .

(Check one for each)

	Too much time	Too little time	About right amount of time
News of Canada	☐	☐	☐
News of the U.S.A.	☐	☐	☐
News of other countries	☐	☐	☐
News of federal politics	☐	☐	☐
News of provincial politics	☐	☐	☐
Giving background to the news	☐	☐	☐
Commenting on the news	☐	☐	☐
Showing the newscaster reading	☐	☐	☐
Showing correspondents talking	☐	☐	☐
Showing films of the news taking place	☐	☐	☐
Showing people being interviewed	☐	☐	☐

10. The CBC National News lasts for 19 minutes. Do you think this is . .

(Check one)

Too long ☐

Too short ☐

About right ☐

11. After the CBC National News, some television stations carry a program called "Viewpoint". Have you ever watched "Viewpoint"?

Yes ☐

No ☐

12. (If "Yes"): How interesting do you usually find the program "Viewpoint"?

(Check one)

Very interesting ☐

Interesting ☐

Uninteresting ☐

Very uninteresting ☐

13. After the CBC National News, most television stations have their own local newscast. How good a job do you think that the station on which you watch the CBC National News does with each of the following in its local newscast?

	Excellent	Very Good	Good	Fair	Poor
Local News	☐	☐	☐	☐	☐
Sports News	☐	☐	☐	☐	☐
Weather News and Forecasts	☐	☐	☐	☐	☐

If you NEVER watch the CTV National News, please go to question 22

14. How often do you watch the CTV National newscast on television?

(Check one)

Never .... ☐

Less than once a week .... ☐

One or two nights a week .... ☐

Three to five nights a week .... ☐

Six or seven nights a week .... ☐

15. How good a job do you feel the CTV National News does generally in covering the news?

(Check one)

An excellent job .... ☐

A very good job .... ☐

A good job .... ☐

A fair job .... ☐

A poor job .... ☐

16. How good a job do you feel the CTV National News does in covering each of the following types of news?

(Check one for each type)

	Excellent Job	Very Good Job	Good Job	Fair Job	Poor Job
Canadian News	☐	☐	☐	☐	☐
US News	☐	☐	☐	☐	☐
News about Britain	☐	☐	☐	☐	☐
News about European countries	☐	☐	☐	☐	☐
News about Asian countries	☐	☐	☐	☐	☐
News about other countries	☐	☐	☐	☐	☐
News about federal politics	☐	☐	☐	☐	☐
News about provincial politics	☐	☐	☐	☐	☐
News about your own province	☐	☐	☐	☐	☐
News about provinces other than your own	☐	☐	☐	☐	☐
News of scientific developments	☐	☐	☐	☐	☐
Business news	☐	☐	☐	☐	☐
News about the world of entertainment	☐	☐	☐	☐	☐
News about the lives of famous people	☐	☐	☐	☐	☐
News of crime	☐	☐	☐	☐	☐

17. Put a check mark (✓) between each pair of words, wherever you think it belongs to describe the CTV National News.

CTV NATIONAL NEWS

Predictable	☐	☐	☐	☐	☐	Unpredictable
Believable	☐	☐	☐	☐	☐	Unbelievable
Incomplete	☐	☐	☐	☐	☐	Complete
Careless	☐	☐	☐	☐	☐	Careful
Lively	☐	☐	☐	☐	☐	Dull
Unbiassed	☐	☐	☐	☐	☐	Biassed
Reliable	☐	☐	☐	☐	☐	Unreliable
Unfair	☐	☐	☐	☐	☐	Fair
Fresh	☐	☐	☐	☐	☐	Stuffy
Professional	☐	☐	☐	☐	☐	Amateur
Friendly	☐	☐	☐	☐	☐	Unfriendly
Boring	☐	☐	☐	☐	☐	Interesting
In touch	☐	☐	☐	☐	☐	Out of touch
Clear	☐	☐	☐	☐	☐	Confusing
Heavy	☐	☐	☐	☐	☐	Light
Up-to-date	☐	☐	☐	☐	☐	Out-of-date

18. Here are some statements that have been made about the CTV National Newscast. Please read each one, and check whether you agree or disagree with it.

(Check one)

	Agree	Disagree	Uncertain
The CTV National News spends too much time on dull or unimportant items.	☐	☐	☐
The CTV National News makes the news seem real by using "On the spot" correspondents.	☐	☐	☐
The CTV National newscast drags things out too much before you get to see the local newscast.	☐	☐	☐
I sometimes feel that the CTV National News doesn't dig deeply enough for news, but takes the easy way out.	☐	☐	☐
The CTV National News explains the day's news in words that the average viewer can understand.	☐	☐	☐
There are too many commercials in and around the CTV National News.	☐	☐	☐
CTV News makes the news seem really interesting.	☐	☐	☐
I sometimes get the feeling that the CTV National News may not have covered some important things that have happened in the news.	☐	☐	☐
CTV News can be relied upon to dig out the real facts of a news story.	☐	☐	☐

19. Do you think the CTV National News spends too much time, too little time or about the right amount of time on . . . . .

(Check one for each)

	Too much time	Too little time	About right amount of time
News of Canada	☐	☐	☐
News of the U.S.A.	☐	☐	☐
News of other countries	☐	☐	☐
News of federal politics	☐	☐	☐
News of provincial politics	☐	☐	☐
Giving background to the news	☐	☐	☐
Commenting on the news	☐	☐	☐
Showing the newscaster reading	☐	☐	☐
Showing correspondents talking	☐	☐	☐
Showing films of the news taking place	☐	☐	☐
Showing people being interviewed	☐	☐	☐

20. The CTV National News lasts for 15 minutes. Do you think this is .

(Check one)

Too long	☐
Too short	☐
About right	☐

21. After the CTV National News, most television stations have their own local newscast. How good a job do you think that the station on which you watch the CTV National News does on each of the following in its local newscast?

	Excellent	Very Good	Good	Fair	Poor
Local News	☐	☐	☐	☐	☐
Sports News	☐	☐	☐	☐	☐
Weather News and Forecasts	☐	☐	☐	☐	☐

EVERYBODY PLEASE ANSWER THE REMAINING QUESTIONS

22. How good a job do you think each of the following does as a newscaster?

	Excellent	Very Good	Good	Fair	Poor	Don't know this newscaster
Lloyd Robertson	☐	☐	☐	☐	☐	☐
George Finstad	☐	☐	☐	☐	☐	☐
Harvey Kirck	☐	☐	☐	☐	☐	☐
Wally Macht (pronounced "Mott")	☐	☐	☐	☐	☐	☐
Walter Cronkite	☐	☐	☐	☐	☐	☐

(Check one for each person)

23. Put a check mark (✓) between each pair of words, wherever you think it belongs to describe Lloyd Robertson.

LLOYD ROBERTSON

Friendly	☐	☐	☐	Unfriendly
Unreliable	☐	☐	☐	Reliable
Bland	☐	☐	☐	Controversial
Rough	☐	☐	☐	Smooth
Believable	☐	☐	☐	Unbelievable
Boring	☐	☐	☐	Interesting
Cold	☐	☐	☐	Warm
Strong	☐	☐	☐	Weak
Colourful	☐	☐	☐	Colourless
In control of things	☐	☐	☐	Not in control of things
Insecure	☐	☐	☐	Secure
Relaxed	☐	☐	☐	Tense
Sure of himself	☐	☐	☐	Unsure of himself
In touch	☐	☐	☐	Out of touch

24. Put a check mark (√) between each pair of words, wherever you think it belongs to describe Harvey Kirck.

HARVEY KIRCK

Left						Right
Friendly	☐	☐	☐	☐	☐	Unfriendly
Unreliable	☐	☐	☐	☐	☐	Reliable
Bland	☐	☐	☐	☐	☐	Controversial
Rough	☐	☐	☐	☐	☐	Smooth
Believable	☐	☐	☐	☐	☐	Unbelievable
Boring	☐	☐	☐	☐	☐	Interesting
Cold	☐	☐	☐	☐	☐	Warm
Strong	☐	☐	☐	☐	☐	Weak
Colourful	☐	☐	☐	☐	☐	Colourless
In control of things	☐	☐	☐	☐	☐	Not in control of things
Insecure	☐	☐	☐	☐	☐	Secure
Relaxed	☐	☐	☐	☐	☐	Tense
Sure of himself	☐	☐	☐	☐	☐	Unsure of himself
In touch	☐	☐	☐	☐	☐	Out of touch

25. (a) If you got conflicting stories about the same piece of news from your local newspaper and your local radio station, which would you believe?

Newspaper ☐

Radio Station ☐

(b) If you got conflicting stories about the same piece of news from your local newspaper and the CBC Television News, which would you believe?

Newspaper ☐

CBC Television News ☐

(c) If you got conflicting stories about the same piece of news from your local newspaper and the CTV Television news, which would you believe?

Newspaper ☐

CTV Television News ☐

(d) If you got conflicting stories about the same piece of news from CBC Television News and CTV Television News, which would you believe?

CBC Television News ☐

CTV Television News ☐